

**THE CHALLENGES OF TOURISM DEVELOPMENT TOWARDS POVERTY
ALLEVIATION IN ZANZIBAR: A CASE STUDY OF KIWENGWA
VILLAGE**

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**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE MASTER DEGREE OF ARTS (MA) IN
TOURISM PLANNING AND MANAGEMENT**

2015

CERTIFICATION

The undersigned certifies that he has read and hereby recommends for acceptance by the Open University Of Tanzania a dissertation titled: **The Challenges of Tourism Development in Poverty Alleviation in Zanzibar**: in partial fulfillment of the requirements for the Master Degree Of Tourism Planning And Management.

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.....

Signature

.....

Date

DEDICATION

With great admiration and respect, I dedicate this work to my beloved parents Mr. and Mrs. Mohamed for sending me to school as they knew the importance of education. May the Almighty God bless them forever for their supports.

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First and foremost, I thank the Almighty God for making me mentally healthily, actively, wisely and cooperatively in all times of conducting my research. Without God nothing would have happened.

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ABSTRACT

This study was carried out in Kiwengwa Zanzibar. The aim of this study was to assess the challenges of tourism development in poverty alleviation in Zanzibar. The case study of Kiwengwa village, to assess local community's opinion regarding tourism as a means of poverty alleviation, to assess level of the community participation in tourism development in Kiwengwa village.

The primary data were collected using structured questionnaire and interview. For quantitative data analysis was made using SPSS version 21. Qualitative data from the interview was coded and arranged according to their themes as they emerge which formed the basis for discussion. A sample size of 60 respondents was given questionnaires to fill and 5 were interviewed. Secondary data was collected through published and unpublished sources.

The findings of the study reveal that there are negative attitudes towards tourism development in poverty reduction. The local residents in reality are not in agreement that tourism might promote community development and alleviate poverty in their respective areas. The result of this study also found that there are a number of barriers which hinders community participation in tourism development. Such barriers, include, lack of financial resources, poor involvement in decision making, lack of empowerment of local communities in the management

Also the findings of the study reveal that Poor understanding and low level of awareness of tourism concept, foreign domination in the tourism industry, unequal distribution of financial resources and lack of involvement of financial institutions, limiting tourism development towards poverty reduction.

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LIST OF ABBREVIATIONS AND ACRONYMS

DFID	Department for International Development
GDP	Gross Domestic Product
LDC	Least Developed Countries
MACEMP	Marine and Coastal Environmental Project
MDG	The United Nations Millennium Development
NGOs	Non-Governmental Organizations
NSGRP	National Strategy for Growth and Reduction of Poverty
ODI	Overseas Development Institute
PPT	Pro-Poor Tourism
SPSS	Statistical Package for the Social Science
UNWTO	United Nations World Tourism Organization
UN	United Nations
ZHDR	Zanzibar Human Development Report
WCED	World Commission on Environment and Development
ZCT	Zanzibar Commission for Tourism
ZGS	Zanzibar Growth Strategy
ZPRP	Zanzibar Poverty Reduction Plan
ZSGRP	Zanzibar Strategy for Growth and Reduction of Poverty

CHAPTER ONE

1.0 INTRODUCTION

This chapter gives the background information about the research topic, it defines the research problem and explains the significance of the study. The objectives of this study, research questions, and the defining key concepts used in this study.

1.1 Background of the Study

The Millennium Declaration of the United Nations identified Poverty Alleviation as one of the most compelling challenges the world is facing in the 21st Century (WTO 2002). Tourism is already one of the most important sources of foreign exchange earnings and job creation in many poor and developing countries. The World Tourism Organization (UNWTO) believes that tourism, which has become one of the most dynamic economic sectors and it is in a very good position to contribute towards poverty alleviation. (WTO 2002). Tourism has long been considered an effective tool for poverty alleviation and debt relief for developing countries (Enloe, 2000; Kinnaïrd (1994).

The potential for tourism to play a significant role in the alleviation of poverty is increasingly recognized by international bodies and national governments. In 1999, The UNWTO adopted *Global Code of Ethics* referred to the fight against poverty and the same year the United Nations Commission on Sustainable Development urged governments “to maximize the potential of tourism for eradicating poverty by developing appropriate strategies in cooperation with all major groups, indigenous and local communities.” (UN, 1990). In 1999, the UK Department for International Development (DFID) introduced the term “pro-poor tourism (PPT)”

to define a specific form of “tourist seeking” that contributes to poverty reduction (DFID1999). In 2002, the UNWTO launched its report “Tourism and Poverty Alleviation” at the World Summit on Sustainable Development and announced the development of a programme of work on “Sustainable Tourism-Eliminating Poverty (ST-EP)” WTO. (2002). In particular, the UNWTO considered 2007 a critical year where tourism was recognized as a key agent in poverty alleviation and a significant contributor to sustainable development (UNWTO 2007). Continuous research activity by UNWTO has led to the publication of four reports, providing evidence of the impact of tourism in reducing poverty levels, as well as recommendations on how to maximize these impacts: Tourism and Poverty Alleviation (2002), Tourism and Poverty Alleviation Recommendation for Africa (2004), Tourism Microfinance and Poverty Alleviation (2005) and Poverty Alleviation Through Tourism (2006).

Evidence reveals that tourism contributes to the economic growth of countries through foreign exchange earnings, creation of employment opportunities and provision of public revenues. (Shah 2000). He affirms that tourism has become a significant industry in both poor and rich economies because of its important impacts on economic, livelihoods and socio-cultural development. In the case of Tanzania, (J. Kweka 2003) observed that tourism plays a vital role in economic development and it is the one of the major sources of foreign exchange. The tourism industry, which focuses on three aspects, travelling, accommodation and provision of goods and services, is credited for offering employment opportunities for both men and women. For example, many women along the coastal areas of Tanzania involved in entrepreneurial activities in serving the industry, generate income for the benefits of

their families and the communities at large. Similarly for Zanzibar, Indicative Tourism Master Plan Report (2003) argued that tourism is one of the principal industries that underpin the Zanzibar economy. Zanzibar receives in the region of 80,000+ foreign tourists annually and this accounts for approximately 15% of GDP. In 2001 Zanzibar earned approximately \$46 million in foreign exchange earnings from international tourism. However, despite several development plans, aid projects, grants, loans and structural adjustments undertaken by national governments and international organizations, limited progress has been made to achieve the poverty alleviation through tourism development. Lima et al., (2011). The observation made by Lima (2011) correspond well with the Zanzibar human development report (ZHDR, 2009) which affirm that No matter how big it is, tourism would not guarantee the reduction of poverty and promotion of human development, because tourism has an unwelcome tendency of producing a higher income distribution. Furthermore, tourism tends to maintain a very weak backward and forward links to the rest of the economy, thus denying the economy useful multiplier effect.

Zhao and Ritchie (2007) described ‘Despite the potential of tourism as a development tool and the worldwide mushrooming interest in tourism-based poverty alleviation initiatives, the relationship between tourism and poverty alleviation largely remains terra incognita among tourism academics’. Though there is the huge economic contribution of tourism in local economic growth in developing countries, the tourism industry is continuing to face different challenges in combating poverty in the local communities and it is still alleged that tourism does not successfully play a significant role in poverty reduction Bolwell and Weinz, (2008), Fariborz (2010). This affirms

the observations made by ZGS (2007) and ZSGRP in Tanzania comment that tourism is one of the sectors identified in the Zanzibar Strategy for Growth and Reduction of Poverty, despite the recognition within earlier ZSGRP documents tourism growth alone does not ensure poverty reduction, since development of the tourist industry faces the challenges which fall under the five main areas of infrastructure, utilities, support services, product quality and human resource development. Therefore, this study attempts to show the main challenges that hinder the tourism industry on poverty alleviation in the Zanzibar local community.

1.2 Statement of the Problem

Tourism is a vital sector in Zanzibar in terms of contribution to GDP and foreign exchange earnings. Contribution to GDP is thought to be in excess of 25%, while it is the sector that accounts for more foreign investment over USD 1 billion between 1997 and 2007 was invested in hotels and restaurants alone, which is 72.5% of all investment in the entire economy of Zanzibar over this period (RGZ 2009).

Table 1:1 Contribution of Tourism Sector to the Economy in Zanzibar

Tax category	2001/02	2002/3	2003/3	2004	2005/6
Vat local	7,578	9,641	13,454	16191	19326
Excise duty local	107	140	138	3,076	2,698
Hotel levy	176	237	316	656	1,521
Restaurant levy	30	64	91	154	478
Tour operation levy	20	25	41	68	86
Total	7,911	10,107	14,040	20,145	24,109

Source: Zanzibar Statistical Abstract (2008)

In general, the tourism industry has become a significant industry in both poor and rich economies because of its important impacts on economic, livelihood and social-cultural development (Shah, 2000). Despite the significant contribution of tourism to the economic growth, there are still a significant number of Zanzibaris that live below the basic needs poverty line. Local people have also found it difficult to link up with the tourist industry as suppliers of goods and services as well as the source of labour. Apart from employment for people who work in restaurants, curio/souvenir shops and tour companies little economic benefits have been recognized by the people owning businesses involved in tourism (Action Aid Tanzania, 2003). According to the HBS 2004/05, it is estimated that a substantial 49 percent of Zanzibaris live below the basic needs poverty line, despite the availability of opportunities offered by the tourist industry.

The tourism sector in Zanzibar is too far behind from reaching this goal due to limited community participation in tourism sector (ZEB2009), apparently, the local communities in are not actively participating in the tourism industry, not well informed and finally the abject poverty is at increase, despite the abundant tourism resources in their living area. Ngaga, Y et al (1999) noted that inadequate local community participation is a major challenge limiting those gaining extended benefits of the tourism industry in Zanzibar. Therefore the reason for examining the challenges of tourism development in poverty alleviation derives from the fact that many developing countries including Zanzibar have potential for large tourism markets. Profits from international tourism are a considerable proportion of GDP and export earnings, but most of these countries are experiencing high levels of poverty. (Sinclair 1998, Roe 2004). It is unclear if tourism profits are so significant, why failed to

reduce poverty and improve the wellbeing of the people of Zanzibar? Therefore, this study is undertaken to assess the challenges facing tourism development in poverty alleviation to the local community.

1.3 Objectives of Study

1.3.1 General Objective

The main objective of this study was to assess the key challenges of tourism development in poverty alleviation in Zanzibar local communities.

1.3.2 Specific Objectives

- i. To assess local community's opinion regarding tourism as a means of poverty alleviation.
- ii. To assess level of the community participation in tourism development in Kiwengwa village.
- iii. To identify barriers facing by local people towards participation in tourism development.
- iv. To recommend mechanism how local communities maximize financial gains from tourism and minimize poverty rate.

1.4 Research Questions

- i. What are the challenges hinder tourism development in poverty alleviation in Zanzibar local communities.
- ii. What are the opinions of the host people regarding tourism as a means of poverty alleviation?
- iii. What are the levels of community participation in tourism development in Kiwengwa village?

- iv. What are the barriers faced by local people towards community participation in tourism development?
- v. What should be done to enhance local communities to maximize financial gains from tourism and minimize poverty rate?

1.5 The Significance of the Study

The findings of this study might have both theoretical and practical significance. The study might be applied by different stakeholders like government, non-government organization, researchers and academicians in the tourism industry as well as local communities. This study might provide a clear identification of the interrelationships between tourism, poverty alleviation. The research results would help government to identify the common problems that hinder the tourism industry on poverty alleviation in Zanzibar.

The study might support and enrich theories for understanding of poverty alleviation via tourism development in the context of a developing country like Zanzibar. The study will also serve as a reference for further research in these dynamic areas of the tourism industry. It attempts to raise the voices of the rural poor in who might have not yet enjoyed the full benefits of tourism, despite most tourist attractions being situated within their local areas. The study would be an important input for NGOs (both government and non-governmental) dealing with sustainable tourism its role to poverty alleviation in Zanzibar and elsewhere around the world.

1.6 Scope and Limitations of the Study

The study focused on the challenges of tourism development in poverty alleviation. A major limitations of this study is that, it was limited to, poverty alleviation in

Kiwengwa in Zanzibar. It could have been logical to include other parts of Zanzibar endowed with tourist attractions. However, it is expected the results of this study will fairly reflect the situation in other parts of Zanzibar which have similar characteristics.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter presents the literature review and conceptual framework to be applied in this study. It explains some major the theoretical linkage between tourism and poverty alleviation, this chapter also briefly analyzes the perception of the local community on tourism development, community participation in tourism development and the challenges of tourism related to poverty alleviation the chapter ends by showing research gap.

2.2 Theoretical Approaches

This sub-heading identify and explain main theories that show relationship between tourism development and poverty alleviation these theories contradict each other, some of these theories agree tourism as an agent of poverty alleviation and other oppose that tourism is not a tool of poverty alleviation, so let look them in details.

2.2.1 Modernization Theory and Tourism

Modernization theory is a broad-based development theory arose after World War II from various streams of thought prevalent in the social sciences of the West. Modernization theory suggests that in order for Third World Countries to progress economically, politically and socially, they should follow the path taken by the “developed countries” over the past 100 to 200 years. For the protagonists of this theory, the solution to the development problems of Less Developed Countries (LDCs) is simple and straightforward, “do as the Western World did, forget about tradition and all your development problems will be solved” (Theron et al., 2005: 9).

According to this theory, for developing countries to develop, they need to “break out of the “shackle of tradition” to become modern (Graaff, 2001: 13). During the 1960s, tourism was essentially equated with socioeconomic development, which was part of the modernization paradigm (Sharpley & Telfer, 2002). Tourism has been promoted as a development strategy to transfer technology, to increase employment, to generate foreign exchange, to increase the Gross Domestic Product (GDP), to attract development capital and to promote a modern way of life with Western values (Mathieson & Wall, 1982; Harrison, 1992acited in Simms, 2005). Tourism, Pi-Sunyer (1989, quoted in Simms, 2005) argues, generates rural transformation and modernization of traditional societies.

2.2.2 Dependency Theory and Tourism

Dependency Theory is also a broad-based development Theory of Dependency originated in Latin America during the early 1960s as a result of the failure of the modernization paradigm to address the issue of underdevelopment of Less Developing Countries (LDCs). This theory states that “the exploitation of the Third World continued after the end of colonial rule, and indeed became more efficient and systematic”. (Khan, 1996: 988). “Underdevelopment was the result of the economic capture and control of backward regions by advanced metropolitan capitalism” (Swanepoel, 2000). The theory argues that tourism is equivalent to a “new type of plantation economy” where the needs of the metropolitan Centre are being met by the developing countries and where the wealth generated by it is transferred from the colony to the motherland (Telfer 2002: 54). According to Telfer, (2002: 54) “the myths of tourism serve as a smoke screen of this mighty form of domination”. Thus, according to this theory, the predominance of foreign ownership in the tourism

industry imposes structural dependence on the developing countries in a core periphery relationship which prevents destinations from fully benefiting from tourism (Telfer 2002: 54). According to this theory, tourism destinations rely on multinational corporations for tourism infrastructure and tourists. The theory further argues that metropolitan companies and governments have maintained the special trading relationship with local elites who gain from the less than equal shares of income and profits remaining in the peripheral economy (Lea 1988).

2.2.3 The Alternative Development Theory of Tourism

The Alternative Development Theory of Tourism was developed alongside the concept of sustainable development. A central focus areas within the theory of Alternative Development include indigenous-development, tourism, local entrepreneurship response, empowerment of local communities in the decision-making process, the critical role of women in tourism and finally sustainable tourism development. The theory argues that indigenous communities are not only impacted by tourism, but that they (can) respond to it through entrepreneurial activities (Long & Wall, 1993 quoted in Sharpley & Telfer, 2002). It further asserts that as tourism sites are constructed, the local communities provide labor and other construction materials, thereby impacting positively on the lives of these communities. Local farmers and fishermen also provide food to tourist destinations, hence boosting the financial base of the local communities. This theory further argues that tourism planning should be guided by the principles of sustainable development (e.g. Ecological sound practices, broad participation and involvement of the local communities as well as capacity

building within these communities), to mention a few important aspects (Shepherd, 1998).

2.3 Empirical Literature Review

2.3.1 The Challenges of Tourism Related to Poverty alleviation

No matter how big it is, tourism would not guarantee the reduction of poverty and promotion of human development (ZPHDR 2009). There are a significant number of barriers/ challenges which hinder tourism development as a tool for poverty reduction, these have been identified by Jamieson and Nadkarni (2009) Dr. Walter Jamieson (2004) Bushell and Eagles (2007). Dr, Walter Jamieson and his fellows state that there are a significant number of barriers to that hinder effectiveness using tourism development as a tool for poverty reduction. These barriers include Lack of education and training. Lack of access to credit to finance tourism development. Lack of organizations to coordinate activities. Relatively poor access to tourism infrastructure and assets at times. Lack of tourism market knowledge. Regulations and red tape. Inadequate access to available, as well as potential tourism markets. Lack of government programs targeted to the tourism-related informal sector.

The Overseas Development Institute (ODI) lists different types of barriers to that hinder tourism to benefit poor people. Those barriers include, Lack of human capital of the poor, Gender norms and constraints, Lack of social capital or organizational strength, Lack of financial capital, Incompatibility with existing livelihood strategies, Lack of land ownership and tenure, Lack of product, lack of planning gain, Regulations and red tape, Inadequate access to the tourism market, Low capacity to meet tourist expectations, Lack of linkages between formal and informal sectors and

local suppliers, Inappropriate tourist market segment, Lack of pro-active government support for involvement by the poor. (ODI, 2002) and (Bolwell and Weinz, 2008). The high proportion of economic leakages, outside the local economy. Insufficient awareness among national and international financial authorities about the real potential of tourism, and especially about the need to carefully plan and decisively support its sustainable development. Lack of coordination among the many actors that intervene, directly or indirectly, in the tourism development process. A lack of cooperation and coordination between the public institutions concerned with tourism and the traditional tourism private sector for establishing social requirements associated to tourism investments and operations in LDCs. The lack of coordination is also common among the UN and bilateral agencies, as well as international financial institutions and NGOs that provide assistance to LDCs, either in tourism or in sectors that affect tourism. Lack of commitment of the private sector. (UNWTO 2004).

2.3.2 The perception of Local Community on Tourism Development

Community's perception of tourism development and its impacts has been studied extensively (Johnson et al., 1994). Most of the tourism literatures suggest that, the local residents' perception of tourism impact is varied. Some residents view tourism as having both positive and negative impacts, some are likely to perceive tourism as having negative social and cultural impacts and some are motivated to view tourism as having positive economic, social and cultural impacts thus may help to poverty alleviation. Jurowski et al., 1997, Tosun, 2002 & Dyer et al., 2007. There is a number of theories have been suggested to explain the nature of residents' perception towards tourism impacts and their support to tourism development. Among the theories are

conflict theory, community attachment theory, dependency theory, and social exchange theory. However, most of tourism literature has utilized the social exchange theory and Doxey's theory, which has been considered as the most appropriate framework to develop and understand community residents' perception toward tourism development and its impacts. (Andereck & Vogt, 2000 ;). Social exchange theory allows the investigation of positive and negative perception towards tourism impacts in a community (Andriotis & Vaughan (2003). It is more than likely, that residents will be aware of the positive and negative implications of tourism and whether to support or not to support the tourism development is based on their perception of the benefits and costs. In other words, social exchange theory supports that community residents calculate the costs and benefits of tourism development, and their effort for tourism development depends on the outcome of this cost-benefits calculation (Andriotis, 2005).

Doxey's theory, this theory was developed during the mid-1970s, there was a growing concern about the potential and real negative impacts of tourism in destination regions. The main idea in Doxey's Irridex was that over time, the presence of tourists forms a source of pressure on local residents, and as the number of tourists grow permanently, the bigger the pressure will be and residents' feelings towards tourism will gradually become negative and socially irritated. (Hernandez et al., 1996). Generally there are some local communities perceived in positive side and they believed tourism as an agent in poverty alleviation since it brings numerous benefits to them such employment creation, generation of sustainable income, diversifying regional economies foreign exchange earnings, development of infrastructure and improvement social services. (Luvanga & Shitundu (2003: 9).

Also the some of the local community has negative perceptions of tourism development. The local people no longer accept tourism as Savior. They insist that tourism has increased poverty and brought in many socioeconomic problems, including land appropriation, over harvesting of sea resources, displacement, anti-social behavior and environmental degradation, high immigrants who are the cause of environmental and social problems such as overexploitation of natural resources and increase in social ills such as robbery, alcoholism, prostitution, HIV/AIDS and alike. MACEMP (2009).

2.3.3 Community Participation in Tourism Development

It is broadly known that community participation is a crucial component in tourism development. Community participation in tourism development is a tool to solve major problems of tourism in developing countries. Community participation in the tourism development promotes equal distribution of the benefits, discourage undemocratic decision making as well as fulfill needs of the local community in a better way. Brohman (1996). Community involvement in the development process tends to minimize any feelings of alienation and opposition to tourism development, leading to better cooperation in the implementation of the developing projects. Beeton and Pearson (2002).

Active participation not only breaks the mentality of dependence, but also increases their awareness, self-confidence and control of the development process. In fact, involvement in decision-making, implementation and monitoring also helps in developing local human resources, as well (Kumar, 2002). Without participation, there are obviously no partnership, no development and no program. Hence the lack

of community participation in decision making to implement tourism development can lead to failure in the community development (Miranda, 2007).

2.3.4 Level of Community Participation in Tourism

A number of scholars have developed different typologies for community participation in tourism development, including Tosun topology (1999) Arnstein's typology (Arnstein, 1971) and Pretty's typology (Pretty, 1995). Arnstein (1969) developed a ladder of participation. The eight levels of the ladder; manipulation, therapy, informing, consulting, placation, partnership, delegated power and citizen control have been further categorized into three groups namely; manipulative participation, citizen tokenism and citizen power.

Pretty (1995) also identified six levels of participation. The levels, which ranged from passive participation in self-mobilization and connectedness, showed the varying power relationship which could exist between the local community and external bodies or organizations. With specific reference to tourism in developing countries, Tosun (1999) also categorized forms of community participation in tourism into three, namely; spontaneous community participation, coercive community participation and induced community participation.

2.3.5 Limitations to Community Participation in Tourism

A number of researchers have studied community participation and recognized a number of interrelated limitations that prevent effective local community involvement and participation in the tourism industry (Cole, 2006; Manyara & Jones, 2007; Cevat Tosun, 2000). Tosun (2000) had divided these limitations into three main headings:

(i) Operational limitations, (ii) Structural limitations and, (iii) Cultural limitations. Most of these limitations occur in developing countries, although they do not exist in every tourist destinations. Operational limitations include centralization of public administration of tourism, lack of coordination and lack of information. For structural limitations, the items include attitudes of professionals, lack of expertise, elite domination, lack of an appropriate legal system, lack of trained human resources and relatively high cost of community participation and lack of financial resources. Finally, cultural limitations cover the area of limited capacity of poor people and apathy and low level of awareness in the local community.

2.4 Conceptual Framework

A conceptual framework is a structure of ideas, which is composed of parts that are fitted and united together (Mossman 1962). According to Katani (1999:110) conceptual framework can provide guidance towards a realistic collection of data and information. This study has been organized under the assumption that the tourism development play instrumental roles to in poverty alleviation by enhancing sustainable development aspects including economic sustainability, social sustainability and environmental sustainability as result the community development increase tremendously however, there might be certain challenges that hinder the tourism industry to achieve alleviation of poverty and total community development hence results unsustainable community development.

The Challenges Of Tourism Development Towards Poverty Alleviation

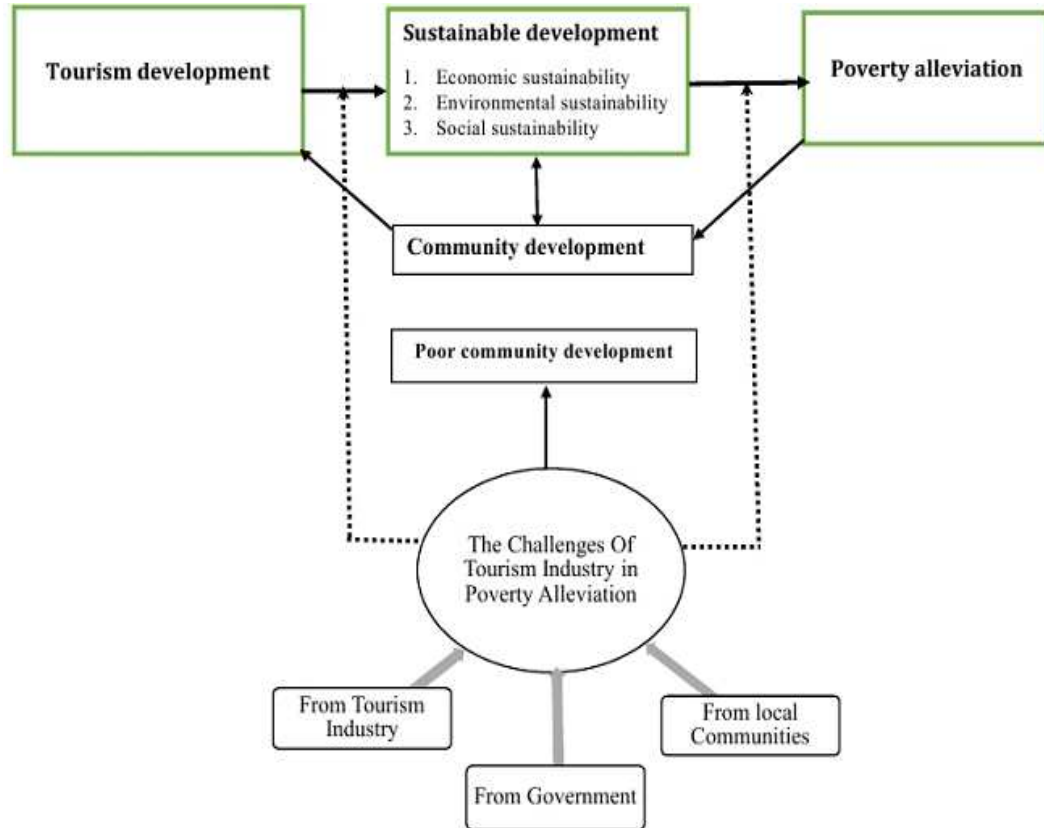


Figure 2: 1 Conceptual Framework

Source: Researcher, 2015

2.5 Research Gap

Different scholars have written about the challenges of tourism development on poverty alleviation in different parts of the world such as China, Iran, and South Africa. Dr. Walter Jamieson (2004) Bushell and Eagles (2007) Jamieson and Nadkarni (2009). But no comprehensive work which has been done to evaluate the full range of the challenges of tourism development on poverty alleviation in Zanzibar. Therefore, there is a research gap to be filled. There is a need to research in Zanzibar so as to come up with the information which could be useful for the

comparison and contrast with the information from other areas and develop very effective recommendations, so that is why the researcher decided to conduct research in Zanzibar.

2.6 Definitions of Key Concepts

In this study a number of terms and concepts in the field of tourism and poverty will be frequently used and referred to. It is hoped that the definition of concepts will avoid inter-subjectivity of meaning (Walliman 2005:93). It is therefore important that these words be defined and clarified at the onset, the key concepts that are used in this study are briefly defined below.

Community development is a process that allows community residents to come together to plan, generate solutions and take action developing the evolution of social, economic, environmental and cultural aspects of the community (Hackett, 2004).

Community participation in the tourism development, refers to the process is an adaptive and flexible paradigm that allows local communities, in various tourist destinations at different levels of development, to participate in the decision making process of tourism development, including sharing benefits from tourism development and determining the type and scale of tourism development in their localities. Tosun (2000).

Development is defined as “a socioeconomic change and progress, embracing indicators which include increases in per capita income, a reduction in poverty level among the masses, more social justice, modernization in terms of social changes, higher levels of employment and literacy, improvement in and wider access to

medical treatment, a better life with more opportunities for self-improvement”(Mihalic, 2002: 83).

Local community means a group of people who are living in the specific boundaries of the (Eco) tourism destination area, together with natural and cultural elements, where the tourist experience takes place, and tourist product is produced, and who is potentially affected, both positively and negatively, by the impacts of (Eco) tourism development.

Poverty in a broad sense means a lack of basic capacity to participate effectively in society, not having enough to feed and clothe the family, not having a clinic or school to go to, not having the land on which to grow one's food or a job from which to earn one's living and not having access to credit. In essence, poverty implies insecurity, powerlessness and exclusion of individuals, households and communities from the main resources, processes and opportunities of mainstream society (IMF & IDA, 1999).

Poverty reduction as: The long-term decline in the incidence of poverty as a result of an increase in the ability of poor households to help themselves, through increasing subsistence output or gaining employment. (Dewdney 1996:64).

Poverty alleviation as: The short-term relief from the symptoms of poverty, often by the State through transfer payments, but also, and especially in developing countries through NGOs, donors and community self-help mechanisms. (Dewdney 1996:64).

Poverty alleviation, this refers to intervention processes or approaches that have the potential to reduce the pain and magnitude of poverty. It is realized that one

intervention alone cannot eliminate poverty, but it can contribute by reducing the pain that comes from perpetual powerlessness and extreme low levels of subsistence (Kashaga, 2007)

Sustainable development is defined as to “meet the needs of the present without compromising the ability of future generations to meet their own needs.” Sustainable development has become famous worldwide by the publication of the Brundtland Report (Our Common Future) in 1987.

Tourism is defined as the activities of persons travelling to and staying in places outside of their usual environment for not more than one consecutive year for leisure, business and other purposes. (UNWTO, 2001).

Tourism development is defined as a long-term process of preparing for the arrival of tourists. It entails planning, building, and managing attractions, transportation, services, and facilities that serve tourists. (Khan, 2005:9).

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

The research methodology is a way to systematically solve the research problem (Kothari 2004). It may be described as a science of studying how research is done scientifically. This chapter presents the research design, study area, population, targeted population, sampling techniques and procedures, sample size, research instrument, data collection methods, reliability and validity and techniques of data analysis and presentation.

3.2 Research Design

The research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data (Kothari 2004). Meanwhile, Churchill, Gilbert et al (2002), gives a simple definition of research design as a frame work or plan for a study, used as guide in collecting and analyzing data. It is a blueprint that is to be followed in completing a study. Thus, for this study, survey research design was used to collect data because of its capability to gather data at a particular point in time with the intention of describing the nature of existing conditions (Cohen, Manion and Morrison, 2000). Therefore, the study employed survey design in order to get a holistic picture of The Challenges of Tourism Development in Poverty Alleviation in Zanzibar: A Case Study of Kiwengwa Village.

3.3 Area of the Study

The study was conducted in Zanzibar especially within Kiwengwa village which is located in the northeast coast of Unguja island as well as long the coast of the Indian Ocean with hot climate condition. Kiwengwa consists with three villages which are Cairo (in north), Gulioni and Kumbaurembo (both in south of Kiwengwa). Also, it is 25 km from stone town, which characterized by long white beaches and coral rag land, and approximately about 2429 populations where with 1308 men and 1121 women. (URT 2002). Two criteria were used to select the area of the study. First, it was selected on the basis that among rural areas of Zanzibar, Kiwengwa is the most developed location with numerous tourism facilities (e.g. Hotels, restaurants, curio and crafts shops; and other recreational businesses. Second, it was also selected on the basis of its setting: rural area; as most residents are found in rural areas where poverty is prevalent.



Figure 3.1: Kiwengwa Village

3.4 Population Sampling and Sample Size of the Study

3.4.1 The Target Population

Population refers to people or things with similar characteristics, which the researcher intends to study within the context of a particular research problem (Rwegoshora, 2006). According to Ghauri (2002) the population mean all individuals, groups involved in the study. In this study, the target population comprised respondents villagers 30, Local business people 30 and local government employees 5 including Sheha and Diwani from villages in Kiwengwa who provided the required information. This population was selected because they are key players involved in many economic activities geared towards eradicating poverty in Kiwengwa.

Table 3:1 The Target Population

Villagers	Local business people	Local government employees	Total
30	30	5	65

Sample

A sample is described as a small group of respondents drawn from a population from whom the researcher is interested in gaining information. Rwegoshora (2006) on the other hand described it as part of the population studied to make inferences about the whole population. While, according to Kothari (2000:187). Sampling is the process of obtaining the information about an entire population by examining only a part of it. In this study researcher used stratified sampling technique due to the fact that the population from which the sample will be taken is heterogeneous in term of gender (female and male), status and ages so as to make equal representation.

3.4.2 Sample Size

Sample size refers to the number of subjects or individuals selected from the study population (Kothari, 2000). The appropriate sample size for this study were 65 respondents, which included villagers 30, the Local business people 30 and the local government employees 5 including Sheha and Diwani. The sample was representative because both sexes were involved to participate in the study.

3.5 Types and Sources of Data

3.5.1 Primary Data

According to Mugenda (1999) primary sources of data comprised of information a researcher obtains from the field. Primary data for this research was collected by using open and closed ended questions and unstructured interviews, normally this is the first hand information in which the researchers collect from the targeted area of study. Primary data for this research was gathered through interviews and closed ended questions. The use of questionnaires and interviews was intended to cross check and verification of data obtained through different method to improve the credibility of the data.

3.5.2 Secondary

According to Kothari (2010) secondary sources of data refers to those data which has been collected and analyzed by someone else and are available. In this study, secondary sources of data involved the use of published and unpublished documents obtained from libraries, offices and websites. Published materials used involved textbooks, journal articles, research report online materials. Unpublished materials consulted includes research reports and dissertations. The use of secondary data

provided the researcher with more insights on the problem under investigation by validating information collected through questionnaires and interviews. The secondary data used to provide useful information which helped the researcher to refine the interview guide and questionnaires. The use of secondary data also helped the researcher to broaden the base from which scientific conclusions can be drawn (Ghauri, 2002).

3.6 Data Collection Instruments

Data collection is the process of selecting participants and gathering data from these participants (Burns and Grove 2001). The instruments used in this study were interviews and questionnaires. The use of interview and questionnaires helped to generate a comprehensive understanding of the research problem (Denzin & Lincoln 2011; Johnson et al. 2007).

3.6.1 Questionnaire

A questionnaire is “a list of carefully structured questions, chosen after considerable testing, with the view of eliciting reliable responses from a chosen sample”. Hussey and Hussey (1997: 161). To obtain information about the challenge of tourism development in poverty alleviation, a structured questionnaire was designed to obtain information concerning demographic background of respondents (age, sex, place of residence), income distribution, and levels of education, to mention some of the aspects to be investigated. The questionnaire was administered to villagers 30, Local business people 30, local government employees 5 including Sheha and Diwani. The researcher administered the questionnaire to the respondent. The questionnaires contained a written list of closed and open ended questions. Before the questionnaire was administered the researcher and the supervisor examined the

questions for consistency and clarity and their ability to measure what they were intended to measure. The questionnaire was intended to get data related to the research objectives. Also, it was intended to generate demographic data. The information generated was instrumental in making the recommendations on what should be done to alleviate poverty.

3.6.2 Interview

Interview techniques were used to collect qualitative data. This technique of collecting data is important qualitative data collection tools because it provides an opportunity for the researcher to enter into the world of the person being interviewed. This method was used because it provided respondents with the opportunity to describe and share their experience on the problem in-depth. The study adopted this method because was interested in understanding the perception of the interviewees with regard to poverty alleviation through tourism. Interviews' yielded rich data because participants were able to air their views without the influence of the researcher.

3.6.3 Observation Guide

Observation was among the methods used in this study to collect primary data. According to Kumar (2010) an observation is a purposeful, systematic and selective way of watching and listening to an interaction or phenomenon as it takes place. In this study, participant observation was used to collect data. Researcher participated with respondents in performing various tourism activities which are geared towards poverty alleviation. The observations helped the researcher to know what was taking place. This method was also used to cross check the validity of information collected through questionnaires and interviews. The researcher, through participant

observation method had an opportunity to know what was taking place. The observation checklist which has been attached in append guided the researcher. As discussed elsewhere, this method was employed to complement other research instruments.



Figure 3.2 The villager's settlement in Kiwengwa Village

3.6.4 Pilot Study

A pilot study was carried out to six respondents who were selected randomly from the large population of the study. The purpose of the pilot study was intended to ensure validity and reliability of the instruments used. After the pilot study some corrections were made and some items which could not respond to the objectives of the study were removed. It was important to conduct a pilot study to ascertain that the items in the questionnaire and interview were clearly stated and understood by the respondents.

3.7 Validity and Reliability

Validity according to Saunders et al (2000) is concerned with whether the findings are related to what they appear. It encompasses the entire experimental concept and establishes whether the findings meet all the requirements of scientific research

method. The validity of data for this study was ensured through the use of triangulation methods. That is the use of more than one method of data collection. This helped to minimize biasness and dissertations. Reliability on the other hand, refers to a degree of consistency with which an instrument measures the attribute, it is designed to measure (Polit and Hugler (1993:445). The philosophy behind reliability is that any significant results must be more one off finding which can be applicable and yield the same results.

3.8 Data Analysis

Data analysis refers to the computation of certain measures along with searching for patterns of relationship that exist among group of data (Kothari, 2000: 151). After the data was collected it was organized and analyzed. The analysis of closed ended questions, Statistical Package for Social Sciences (SPSS) version was used. The data were analyzed by using descriptive statistics used in order to establish numerical frequency distribution, percentages and frequencies as well as cross tabulations, the data generated were further summarized in the form of tables which were finally converted to pie charts using Microsoft excel 2013 version. For qualitative data which was obtained through interview and open ended questionnaires were sorted and analyzed according to their transcribed and coded according to their themes as they emerged

3.9 Limitations of the Study

The major limitation of the present study was that, it was limited to Kiwengwa in Zanzibar. Although Zanzibar has many tourists' destinations which could be used to alleviate poverty, but for this study only Kiwengwa was selected. However, the

results of this study could be replicated in other areas of Zanzibar with similar characteristics. There is a dearth of relevant literature on Kiwengwa. Therefore, the study was limited by lack of sufficient local literature and this forced the researcher to use literature from other countries to argue the case. According to differences in level of development the interpretations from the study lack sufficient local comparison on some of the issues discussed.

Also, it was a difficult exercise planning meetings and appointments with local government and tourism commission officials Sheha and Diwani, as they had tight work schedules. Another limitation was Respondent's reluctance, to respond to questions raised. Some to decline to provide the required information on time. While other respondents were worried about revealing sensitive information for fear that the information is likely to be leaked, which will result for their dismissal. However, these limitations were overcome by using the triangulation method.

3.10 Ethical Consideration

During the data-collection process and report writing, the researcher ensured that the following ethical consideration was strictly adhered to:

- Protecting the identities and interests of all respondent by keeping to the norms of confidentiality. Based on these norms, participants were instructed not to reveal their names to the researcher,
- Explanation of the purpose of the research to the participants beforehand and seeking permission to use information gathered from them in writing. The researcher also explained to them that the information obtained was purely for his master's degree and nothing else,

- No form of coercion was used against respondents. The research ensured that their participation was voluntary,
- Acknowledgement of all the sources of data used and quotations in the report,
- The researcher also behaved in a respectful manner to all participants/respondents throughout the research and finally thanked them for accepting being part of the research.

CHAPTER FOUR

4.0 DATA ANALYSIS, PRESENTATION AND DISCUSSION

4.1 Introduction

This chapter presents and discusses the empirical research findings. It also analyses and discussed the findings of the study. The findings are analyzed and discussed according to the objectives of the study. The objectives of the study were to assess key challenges of tourism development in poverty alleviation in Zanzibar local communities, to find out and evaluate the experiences of host people regarding tourism as a means of poverty alleviation, to explore the community participation in tourism development among the Zanzibar local communities, to identify challenges facing faced by local people towards participation in tourism development and recommend mechanisms of engaging local people to reduce poverty.

4.2 Demographic Information of Respondents

The demographic information of respondents included age, gender, educational level and occupation. These are presented in subsequent subsections.

4.2.1 Distribution of Respondents by Gender

Table 4: 1 Gender Profile of Respondents

Gender	Number of respondents	Percentage
1. Male	29	45%
2. Female	36	55%
Total	65	100%

Source: Field research 2015

The majority of the respondents (55%) who participated in the study shows that 36 (65%) were females while 29 (35%) were males as depicted in table 4. It is obvious that the tourism and hospitality now employs more females than males, considering that females are the majority gender in Kiwengwa and Zanzibar as a whole. The Gender plays an important role in poverty alleviation. In this research it was established that the role of women has changed from depending on men and staying in the kitchen. The participation of women in tourism has brought positive impacts toward poverty alleviation in Zanzibar.

4.2.2 Distribution of Respondents by Age

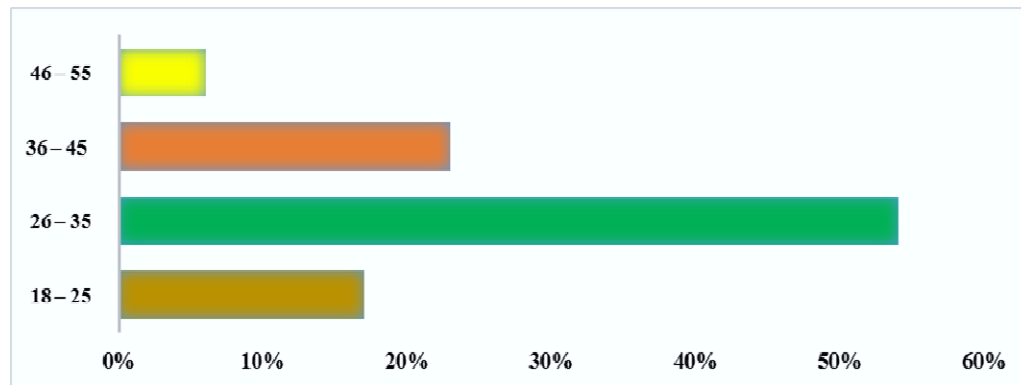


Figure 4: 1 Distribution of Respondents by Age

Source: Field research 2015

The result indicates that 54% of the respondents were in the age groups of 26 to 35 years. 23 % of respondents are in the age group 36 to 45 years, 17% were in the age group of 18 to 25 years and only 6% are in a group of 46 to 55. The study illustrates the respondents are concentrated among the youth because they are in the majority in the country and are highly involved in the tourism industry in order to alleviate poverty. This shows that youths are participating actively in tourism sector rather than

the rest of other age group in order to eradicate poverty and improve their standard of living.

4.2.3 Distribution of Respondents by Education Level

The following data was gathered by the researcher in order to determine the level of education among the respondents.

Table 4: 2 Distribution of Respondents by Education Level

Education Level	Number of respondents	Percentage
1. Primary education	16	25%
2. Secondary education	36	55%
3. Certificate	8	12%
4. Diploma	3	5%
5. Degree	2	3%
Total	65	100%

Source: Field research 2015

The study indicates that 55% of respondents have secondary education, 25% with primary education, 12% have a certificate and 5% with a diploma, and 3 % have degree level. This indicates that the majority of Kiwengwa villagers participate in and benefit from tourism industry have secondary education. The level education has influence on the development of tourism in Kiwengwa. The level of education is low as a result local people always are employed in lower cadres in the various hotels existing in Kiwengwa. Thus, foreigners who have the highest level of education are employed in the higher position. Based on this fact, there is a notion that is not a panacea to remove poverty among the local people in Kiwengwa Villages. The finding corresponds well with the study conducted by Anderson (2009) in Zanzibar, who affirmed that the majority of jobs was occupied by foreigners, due to the low

level of education and passive nature of the people on tourism in Zanzibar, The top management positions are usually occupied by foreigners, mainly Italians 43%, South Africans 18 % and Spaniards 7% and Tanzanians (including Zanzibaris) 32%.

4.2.4 Distribution of Respondents by Type of Employment

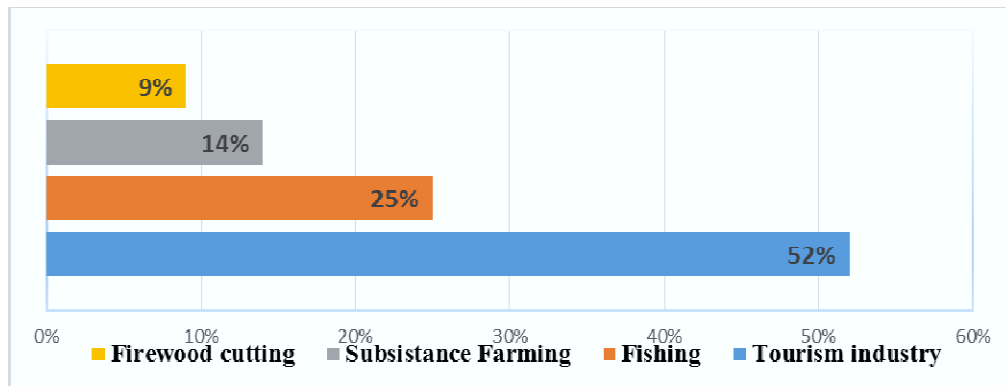


Figure 4: 2 Distribution of respondents by type of employment

Source: Field research 2015

About 57% of respondents of the study are working in the tourism industry in various sections such as hotels, tour guides, restaurants and artisan and Craft and followed by 43% of respondents who were working in other economic sectors like fishing, subsistence agriculture and firewood cutting. The findings of this study suggest that residents of Kiwengwa Village are involved in different livelihood activities among them is tourism.

According to Azzan and Ufuzo (2009) study in Zanzibar reported that the people of Kiwengwa depend largely on small scale fishing practices, firewood cutting, coconut husk making and subsistence farming in the coral land. The tourism development in the area gave most of the Kiwengwa people a light of the economic changes by selling their land parcels or employed in the hotels.

4.2.5 Distribution of Respondents by Monthly Income

The following data was gathered by asking respondents to indicate the size of the monthly income they earned from working in the tourism industry.

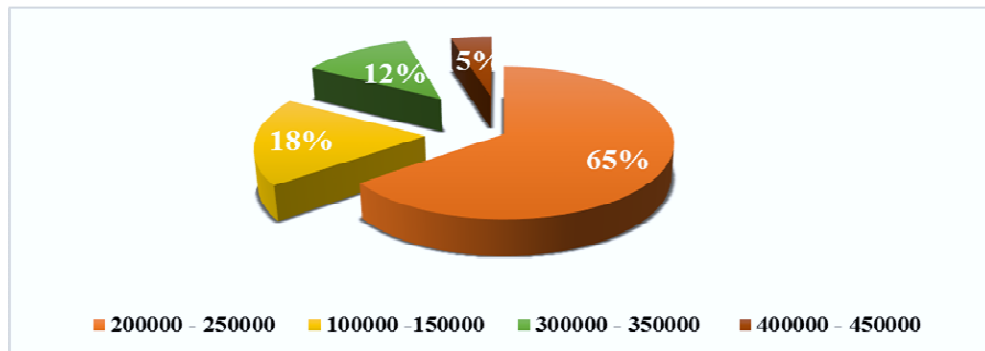


Figure 4: 3 Distribution of respondents by monthly income

Source: Field research 2015

Figure 3 shows that 65% of the respondents earn between 200000 and 250000, 18% earn between 100000 and 150000, 12% earn between 300000 and 350000, 5% earn between 400000 and 450000. The analysis shows that the majority of the respondents earns 65% between 200000 and 250000, the amount earned by local employees is not reasonable to meet their basic needs.

These results correspond well with the findings made by Anderson (2009) which affirm that the wage distribution gap is evident, as foreign employees earn almost 75 percent of the total annual salary, whilst the mainland Tanzanians (18 percent) and the Zanzibaris take home the remaining proportion. The non-local upper wage earner gets almost ten times more than the local average earner, working at the same resort. For example, the average annual net salary of the latter in 2009 was US\$1, 286 while that of a non-citizen at supervisory level was almost US\$12, 850.

4.2.6 Distribution of Respondents by Status of Employment

The following data was gathered by asking respondents about their employment status in the tourism industry, whether full time/permanent or temporary.

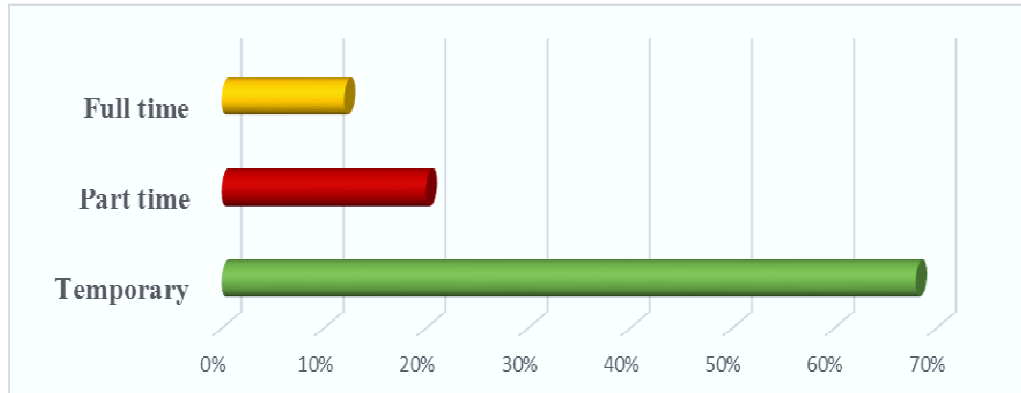


Figure 4: 4 Distribution of respondents by status of employment

Source: Field research 2015

Figure 4 shows that a high percentage, 68% were working on a temporary basis, while 20% were working full time followed by 12% of those working on a part time basis. The findings of this study suggest that the majority of local people who are working in the tourism industry have temporary or seasonal employment this due to the nature of the tourism industry in Zanzibar which depends on tourism seasons. It was revealed that, many people are employed during the peak season when this period ends those who have low levels of education loses their employment. Therefore, for this nature of the tourism industry, it is difficult to convince the local people that the tourism industry is used to reduce poverty among them. Other scholars, including (Baines 1987; Britton 1987) are in agreement with the findings and pointed out that tourism is highly seasonable, it provides only low paid, temporary employment, degrading and debasing Islanders by reducing them to servants.

4.3 Local community Participation in Tourism Development

4.3.1 Community Participation in Tourism Industry

The following data was gathered by asking respondents whether community participates in tourism or not. Table 6 shows the response from the respondents.

Table 4: 2 Community Participation in Tourism Industry

Community Participation in Tourism	Respondents	Percentage
1. Yes	47	72
2. No	18	28
Total	65	100%

Source: Field research 2015

As indicated in Table 2, 72% of respondents, it was revealed that their community participated in tourism development activities through various ways. These includes land renting to an investor to develop it while monitoring the impacts, working as occasional, part-time or full-time staff for private tour operators; providing services to private operators such as food preparation, tour guiding, transport and accommodation. Others are forming joint ventures with private tour operators where the community provides most services while the private sector partner manages marketing, logistics and possibly bilingual guides; and Operating as an independent community-based programs.

On the other hand, about 28% of respondents said some the local people don't participate in the tourism industry because of the various challenges that face them when deciding to invest in the tourism industry. The barriers, includes lack of financial resources, lack of government support, lack of information about the tourism industry, absence of empowerment for tourism entrepreneurs.

The study reveals that the majority members of local community participate in the tourism industry in Zanzibar but still there are various barriers that hinder them to participate effectively in tourism, hence they fail to use tourism as the main tool for combating poverty that which hinders their development.

4.3.2 Importance of Community Participation in Tourism Development

Respondents were asked about the necessities of community participation in tourism development. Based on interviews conducted with respondents from local government officials the following are their responses.

Three interviewees from local government agreed that local community participation can improve the process of decision making which leads towards efficient utilization of targeted resources. It was reported that it is important in educating local communities to be aware of their surroundings and be responsive to their rights. Besides, if well managed, community participation could benefit the local community through ensuring that the economic benefits accrued from tourism to remain in their society because the survival of these depends much on tourism. These findings concur with those of Simmons (1994, Brohman (1996), Kapoor (2001), (Tosun, 2006) who found that community participation in tourism development should ensure benefit-sharing, transparency in development activities, and minimize probable negative impacts on the local community and the environment. They suggested further that public involvement is as an important tool for developing ownership, partnership, understanding, and commitment. Thus, participatory development approach creates income-generating opportunities for local people, develops positive attitudes towards tourism development, and facilitates implementation of the principles of sustainable tourism development.

4.3.3 Local people's Opinion in Planning, Tourism Development

The following data was gathered by the researcher in order to understand whether the local residents were asked their opinions by those planning tourism developments.

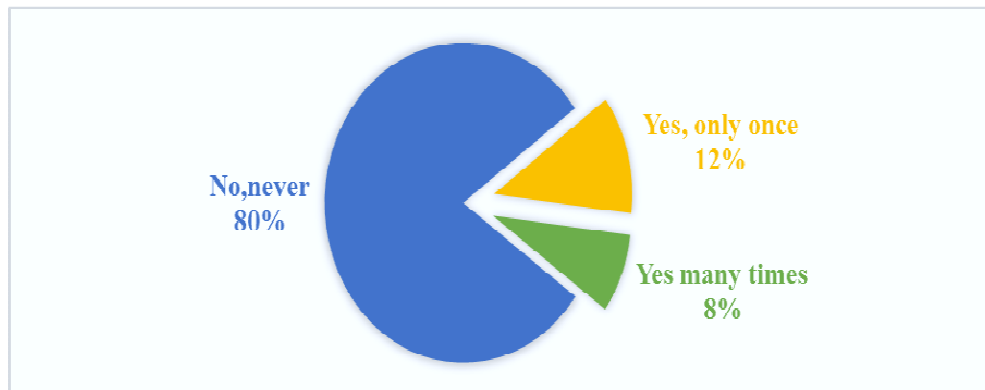


Figure 4: 5 Local people's opinion in planning, tourism development

Source: Field research 2015

About 80% of respondents reported that they have never been asked about their opinion on planning, tourism development, 12% of respondents informed they were asked, but only once and 8%, they were being asked their opinion for many times.

The results suggest that the majority of local people were not given opportunity to provide their opinion in tourism planning, in their villages; instead the government officials planned every aspect of tourism development while the local people were required to adhere to the rule and regulation from the government. The findings, collaborate well with that of Havel (1996) who found that people are told about tourism development programs, which have been decided already, in the community. They end up to be voiceless in the tourism development process.

4.3.4 Local People's Views in the Current Decision Making Process

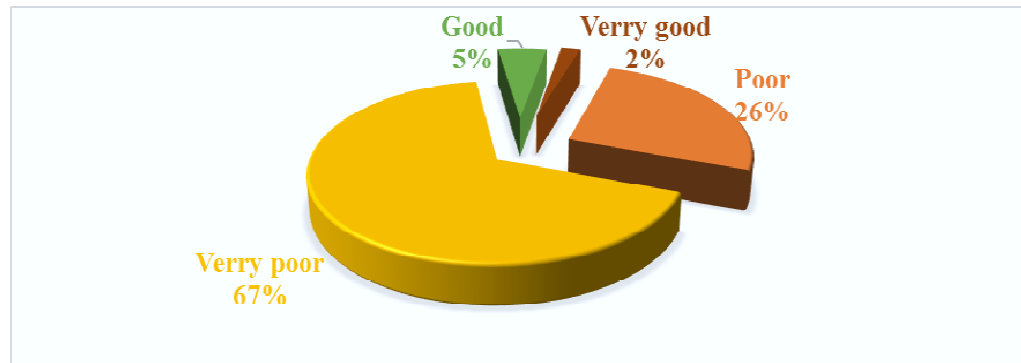


Figure 4: 6 Local people's view in the current decision making process

Source: Field research 2015

About 67% percent of the respondents stated that the level of local people's participation in the decision making process regarding tourism development is very poor, similarly 26% of respondents said it is poor and 5% stated that local people's participation in the decision making process regarding tourism is good and 2% said the process is very good.

The result depicts that local people's participation in tourism establishments as well as tourism projects is poor. From the above findings, it can be deducted that local people's participation in the current decision making process is not satisfactory as the majority of the respondents stated that their participation is poor. The findings relate to study conducted by (Li, 2005) in China he pointed out that there was weak local participation in the decision making process, local communities do not receive satisfactory benefits from tourism. Therefore, integration of local communities into the decision-making process is "not a final goal itself" but only one of the many ways through which community participation can be achieved.

4.3.5 Level's Participation in Tourism Development

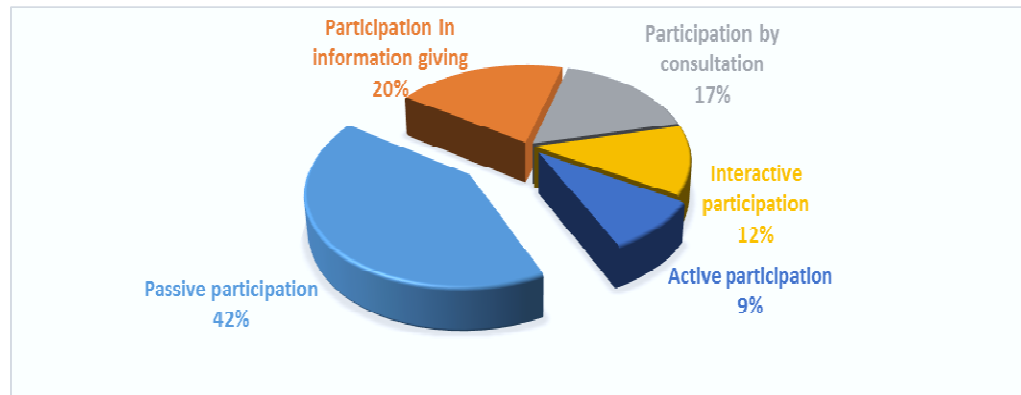


Figure 4: 7 Level's participation in tourism development

Source: Field research 2015

As shown in figure 7, 42% of the respondents stated that the local residents passively participated in tourism development, 20% of the residents participate by information giving, 17% participate by consultation, interactive participation is given 13% and active participation is given 9% of responses. The findings of the study reveal that still there is passive participation of local in tourism development this means that local residents are normally intended to facilitate externally formulated plans and achieve project objectives rather than allowing power sharing in decision making.

Himoonde (2007) affirm that locals have been passive participants in the tourism and passive recipients of benefits. This has meant that the local community has barely had any opportunities to be actively involved in the planning and management of tourism development in their native land. Also, Tosun (2000) is in agreement that cases of participatory tourism development examined in developing nations represent a passive participation and there is no evidence that shows that participation moves beyond community consultation participation.

4.3.6 Areas People Participate in Tourism Development

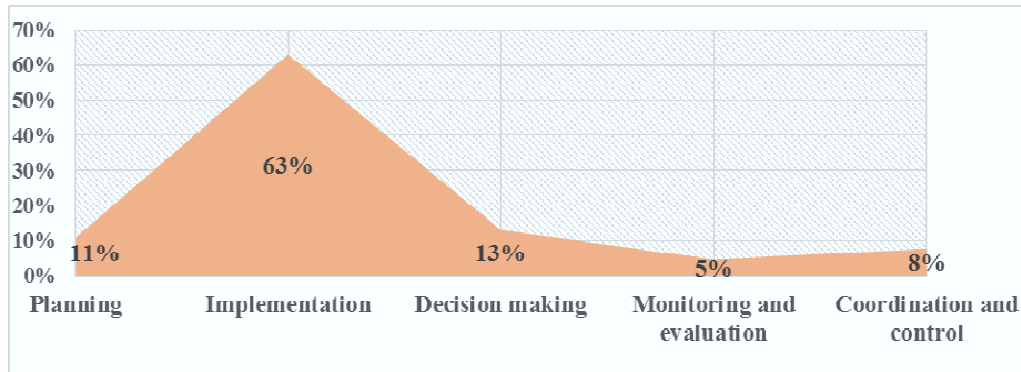


Figure 4: 8 Areas participate in tourism development

Source: Field research 2015

Figure 8 shows that 63% of respondents participated in tourism development mainly in the implementation phase, 13% in decision making while 11% participated planning, 8% of the respondents participated in coordination and control followed by 5% who participated in monitoring and evaluation.

The study revealed that the majority of local residents participates in tourism development in the implementation of policies and regulation that have been decided by the government, the voice of the local were not much be considered in planning the tourism programmes in their respective areas. The findings relate to the study conducted by Magigi (2013) in Zanzibar who confirm that the local residents involved actively in the implementation and operationalization of tourism activities in their areas and a few of them including government officials participating in tourism planning and decision making.

4.3.7 Factors Hindering Community Participation in Tourism Industry

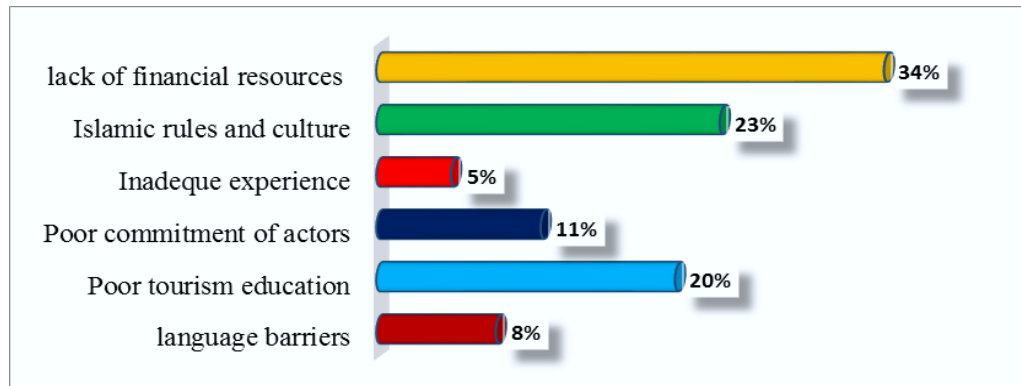


Figure 4: 9 Factors hindering community participation in tourism industry

Source: Field research 2015

Figure 9 indicates that respondents viewed the lack of financial resources is the main factor that hinder community participation in tourism this is seen in the 34 % of responses. The Islamic rule and culture given a 23 % response, poor tourism, education is given 20%, while poor commitment of tourism actors is given 11 %. Also language barrier is given 8% Furthermore, 5% of respondents view inadequate experience in tourism as problem in community participation in tourism.

Similarly, other scholars, including Tosun (1998) have revealed that Local community operates a business at small and medium scale. But they usually have limited financial resources or funds to expand their business as compared to outside investors. Therefore, they have limited capacity to play a leading role as an entrepreneur in the tourism industry. The financial resources needed for tourism investment are very scarce and in most cases, not readily available in developing countries. This shortcoming has appeared as a major limitation to the implementation of participatory tourism development in developing countries and even in relatively undeveloped regions of developed countries. Pearce, 1991; Long, 1991.

4.3.8 Ways of Enhancing Effective Participation in Tourism

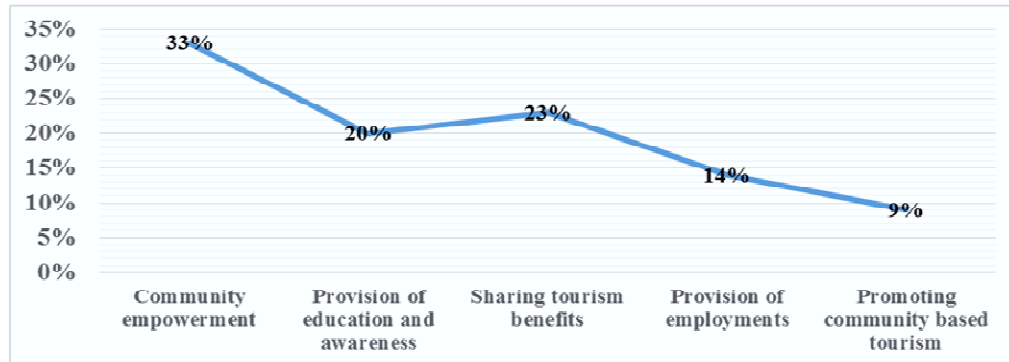


Figure 4: 10 Ways of Enhancing Effective Participation

Source: Field research 2015

Figure 10 shows that about 33% respondents suggested that community empowerment is the best ways to involve locals in tourism development while 23% of respondents proposed equal sharing of tourism benefits among all stakeholders, also 20 Of respondents regarded tourism education and 14% suggested provision of employments followed by 9% of respondents cited promoting community based tourism. The study revealed that Local residents had various ways in which they think their active involvement in tourism affairs can be achieved, but the majority of local resident want to be empowered economically and politically for them, this would be the best way to enhance effective participation in tourism development.

Sitikarn (2002) suggested that empowerment of the local people through training, workshop, and awareness program are also thought to be essential to ensure effective participation at all levels of development. JDIMT, Varanasi U. P. (2012) study in India reinforces this point by saying empowerment can be a tool for poverty reduction through local tourism development.

4.3.9 Solution taken by Local Government to Overcome Barriers

Respondents were asked to show solution taken by local government to overcome barriers of community participation in tourism development, Based on interviews conducted with respondents from some local government officials the following are their responses. The majority of interviewees (Sheha, Naibu Sheha and Diwani) said local government did not have any department to promote tourism, since their responsibilities were not directly involved in tourism. However, they have taken various measures to overcome the barriers of hinder community participation such as supervising land conflict resolution between local and foreign investors, provision of awareness and education about tourism impacts and collaborating with other tourism stakeholders interested with community projects.

One respondents said that “*mamlaka tulionayo ni madogo, tunataka kuwasaidia wanakiji kushiriki kikamilifu katika fursa za utalii lakini tuanzia wapi ikiwa serekali kuu haijapanga*”. The finding of the study suggests that the local government in Zanzibar has not been given enough authority to operate and supervise some of the tourism activities in grassroots levels, thus the local government could not be able to solve the barrier that hinders community participation in tourism industry.

4.3.10 The local government plans to involve local communities

The following data was gathered by the researcher in order to understand whether the local government has planned to involve local communities in the tourism industry for next five years. Based on interviews conducted with local government officials confirmed that the government has planned a lot to involve poor local people in tourism industry through various actions including.

- Preparing workshops and seminar that will provide training and education to the small tourism entrepreneurs.
- Advising the local community to enter partnership instead of selling their land to the foreign investors
- Emphasizing the establishing women entrepreneur group based on tourism activities and providing investment incentives for them.
- To establish close relationship with a financial institution so that it can be easy for local to get loans.

One respondent from local government said, *“mipango tunayo mengi lakini hatuwezi kufikia malengo yetu bila ya pesa kutoka serikali kuu, tatizo hasa nipesa ambazo ni muhimu katika kusimamia shughuli zote hizo”*.

The findings indicate that the local government has enough plans to involve the locals in tourism, but they might fail to implement because of scarcity of funds and poor support from national government and other tourism stakeholders. According to Briassoulis, 2002; Michelle, 2006. Rezarta Brokaj 2014 emphasized that many tourism development plans and local government never turn into reality due to, amongst other things, a lack of information to support planning, and a lack of effective instruments to enable the implementation.

4.4 Perception of the Local Community on Tourism Development

4.4.1 Perception on Tourism as a Tool for Poverty Alleviation

Respondents were asked to provide their opinion and views on the tourism industry as a tool for poverty alleviation or not. Based on open ended questionnaire and

interviews conducted with respondents from the local government provide the following views.

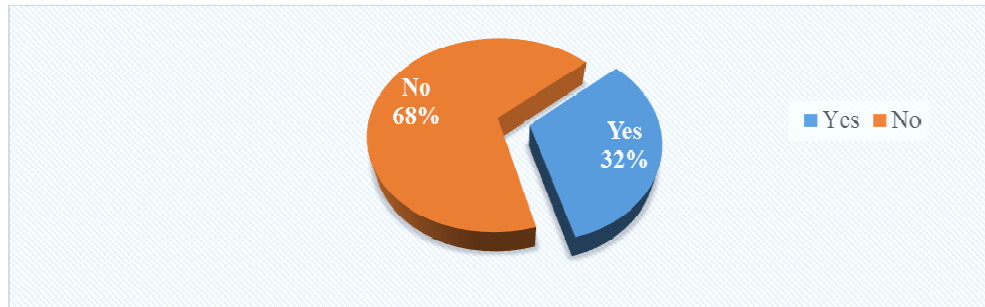


Figure 4: 11 Perception on Tourism as a Tool For Poverty Alleviation

Source: Field research 2015

About 68% participants didn't agree with the assertion that tourism is a tool for poverty alleviation. As such, the assertion was categorized as negative perception, 32% research participants viewed tourism as a tool for poverty alleviation such belief was categorized as positive perception.

Negative perception

The findings of this study suggest that the majority of research participants don't believe that tourism can really alleviate poverty instead tourism acts as a tool for exploitation and contributes to poverty and agent of social evils in the society.

One Old man informed that: *"utalii hauna maana kwetu, angalia vijana wetu wengi wao wamekua wahuni na mateja hawajitambu"* (Interview, 2015). which literally translations means that tourism has brought nothing useful but misery as many youths are engaged in immoral behaviors such as drug addicts.

This finding is related to the study conducted by Kayhko (2008), MACEMP (2009) in Zanzibar their findings show that tourism development in Zanzibar contributed massively the increase in social problems. Issues identified includes, cultural erosion,

unplanned settlements and land invasions. Others include increased crime rates, marine environmental destruction, and decline of seaweed industry, displacement of local people, land disputes and conflicts as well as a rapid increase of informal settlements.

Positive perceptions

Participants who believed that tourism could be used to improve their livelihoods suggested that the locals can benefit from tourism through engaging in various activities such as: trading of local products and services; providing tour-guide services; and developing local tourists' attractions, in describing how tourism could be used to reduce poverty, some research participants were quoted saying: *"Mimi nimejiajiri kupitia sector ya utalii sasa utasemaje utaliini mbaya"* *"I have employed myself in this sector and thank God my life has improved so how could you say tourism is not good?"* Based on those two perceptions there are mixed feelings which need to be cleared out by policy makers in the tourism sector. Continuous sensitization campaigns will assist to clear the doubt.

4.4.2 Opinions of Locals on Importance of Tourism Development

The following data was gathered by the researcher in order to understand the opinion of the local people on the tourism development in Kiwengwa village.

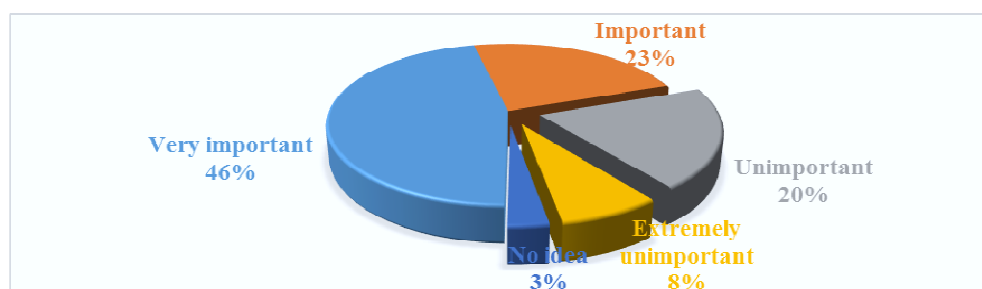


Figure 4: 12 Opinions of Locals on Importance of Tourism Development

Source: Field research 2015

Figure 12 shows that 46% of respondents agree that tourism is very important in their village, 23% of respondents said that tourism is important while 20% respondents said that tourism is unimportant followed by 8% of respondent said tourism is very unimportant and 3% of respondent said they don't have any idea about the importance of tourism. The findings of this study suggest that tourism development in Kiwengwa village is very important since it has improved the living standard of the people, it has promoted the development of infrastructures, increase the foreign currency as well as employment opportunities to the local communities. Although tourism is seen very important in Kiwengwa but it has failed to alleviate poverty.

Despite the significant contribution of tourism to the economic growth, there are still a significant number of Zanzibaris that live below the basic needs poverty line. Local people have also found it difficult to link up with the tourist industry as suppliers of goods and services as well as the source of labor. Apart from employment for people who work in restaurants, curio/souvenir shops and tour companies little economic benefits have been recognized by the people owning businesses involved in tourism (Action Aid Tanzania, 2003). According to the HBS 2004/05, it is estimated that a substantial 49 percent of Zanzibaris live below the basic needs poverty line, despite the availability of opportunities offered by the tourist industry.

4.4.3 The Main Beneficiaries of Tourism Development in Kiwengwa

The following data was gathered by the researcher in order to understand the ones who benefited from tourism development in Kiwengwa.

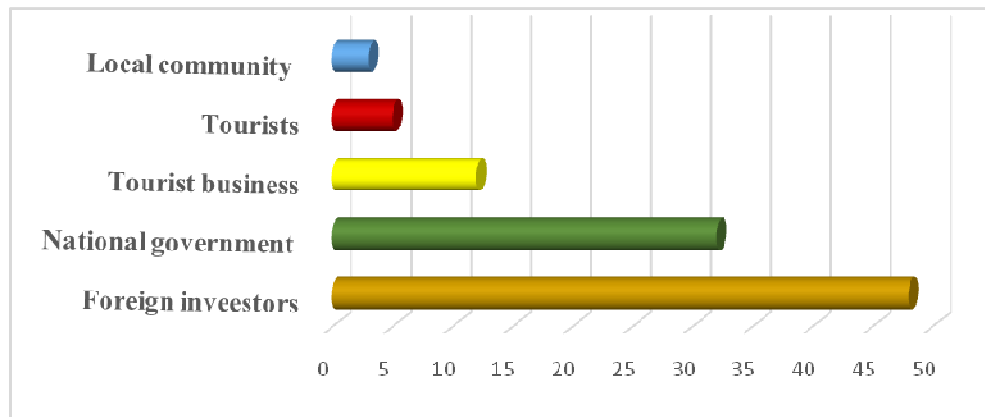


Figure 4: 13 Beneficiaries of tourism development in Kiwengwa

Source: Field research 2015

Figure 13 shows that 48% of the respondents believe that the foreign investors are the most beneficiaries from the tourism industry. The national government 32%, tourism business 12%, furthermore tourists 5% and local community 3%. The findings of this study suggest that foreign investors are the most benefited from tourism development in Kiwengwa compared to local community and others tourist stakeholders. This condition is caused by the fact that the businesses are owned and operated by foreigners and also the target markets for the tourism are international tourists, thus most marketing communications are left to foreign experts. Thus the foreign domination over Zanzibar tourism reduces the efforts of the local people to benefit from tourism development.

Glasson (1995) notes that the local residents fail to reduce poverty through tourism because the sector is dominated by foreign- tourism industry, this situation is caused by lack of access to the tourism resources, decision making as well as limited economic benefits to the local people when compared to the foreign investors.

4.5 The Challenges Face Tourism Towards Poverty Alleviation

4.5.1 Understanding and Awareness of Community In Tourism Industry

The following data was gathered to establish the understanding and the awareness of the local community in the tourism industry.

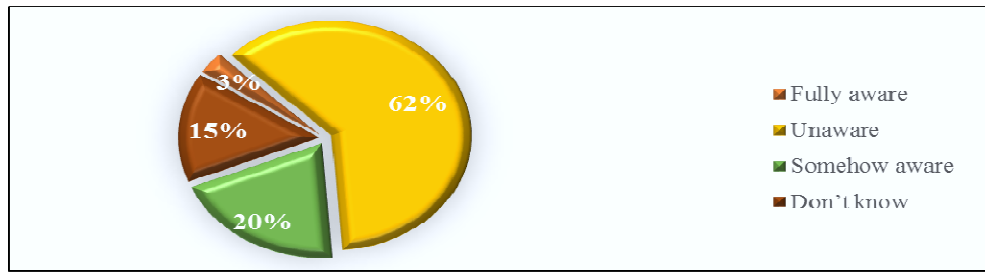


Figure 4: 14 Understanding and awareness of community

Source: Field research 2015

62.5% of the respondents reported that they are Unaware on the tourism industry, 20% become somehow aware and 15% of respondents reported they don't. The findings signify that tourism development failed to alleviate poverty because local communities are not fully aware of the tourism industry and its implication. This implies that tourism stakeholders have failed to provide appropriate education and information to the local community on how tourism is operated for the aim of alleviating poverty among the people. The findings are consistent with previous findings by Mbwaiwa (1999 and 2002), the findings in this study confirm that due to the lack of understanding of tourism concept, the local people have experienced failure in creating tourist projects that match with their skills and knowledge. While other communities are either proposing or engaged in tourism projects that are too elaborate and complicated for them to understand and manage, due to lack of management and investment skills.

4.5.2 The opinion of Local People on Investment in Tourism Business

The researcher used an open ended question which aimed at finding out an opinion of local people on investment in the tourism business in their Villages.

Table 4: 3 The Opinion of Local People on Investment in Tourism Business

Opinion locals on investment	Number of Respondents	Percentage
1. Yes	20	31%
2. No	45	69%
Total	65	100%

Source: Field research 2015

Table 3 indicates that 45 (69%) of respondents indicated that it was not easy to invest in tourism business in their villages, while 20 (31 %) reported that it was easy. The study suggests that it is difficult for local communities to invest in tourism industry due to various problems that they face. As a result, they are like spectator witnessing the massive influx of foreign investors who expropriate the local land for the help of natives and government hence the local community remains surrounded by severe poverty. The finding corresponds with the research conducted by (Joel Sonne, 2010) who justified that the major barrier affecting local people's investment in tourism is the lack of income that was identified as one defining characteristic of poverty by local people. The situation was attributed by dwindling of salt production and fishing activities. As a consequence, profits generated from non-tourism business is too low to allow savings and possible investment in tourism.

4.5.3 Constraints Prevent Local People From Investing in Tourism

To establish the constraints prevent local people from investing in tourism, the researcher asked respondents to mention the Constraints that hinder them to investing in tourism. The feedback from respondents was recorded as shown in figure 15

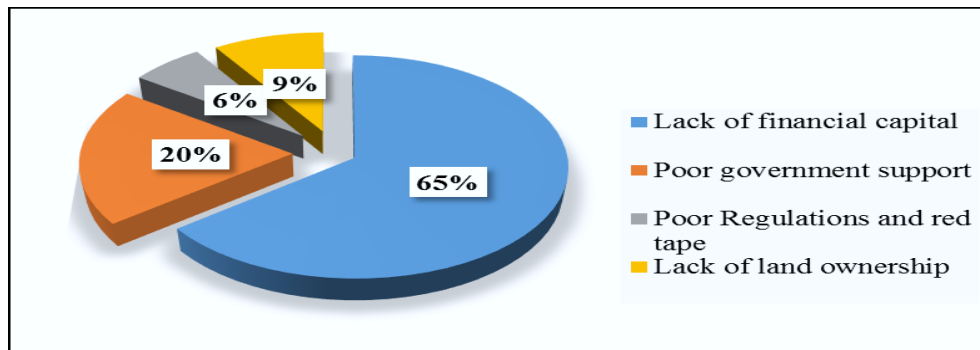


Figure 4: 15 Constraints prevent locals from investing in the tourism industry

Source: Field research 2015

Figure 15 indicates that respondents viewed Lack of financial capital as a significant problem in tourism business investments. The situation is well elaborated as 65% of respondents reported this, Lack or Poor government support was also shown as a problem as 20 %, reported this. Lack of land ownership 9%, furthermore 6% reported poor regulations and red tape as problem to access funds. The study suggests that the major problem that faces local community by investing in the tourism industry was the lack of financial capital which acts as foundation for starting up any tourism operation. The reasons behind this situation are that financial institutions are not seeming to encourage local community by providing them with funds and capital under favorable conditions which suggest that financial institutions are not for the poor. The study relates with a scholar who comments that a lack of financial capital for investment in the locally owned tourism industry has resulted from a marked lack of available income and credit to local people from the formal banking and micro-

finance institution., The results insisted that partnership could create an opportunity to share information and help the financial institutions understand the nature of tourism businesses, hopefully moving them to consider it as a priority sector in their lending portfolios (Joel Sonne, 2010).

4.5.4 Skills that were Lacking Among the Local Community

The researcher asked respondents to mention the type of skills they lacked during starting their tourism business. The feedback from respondents was recorded as shown in the figure below.

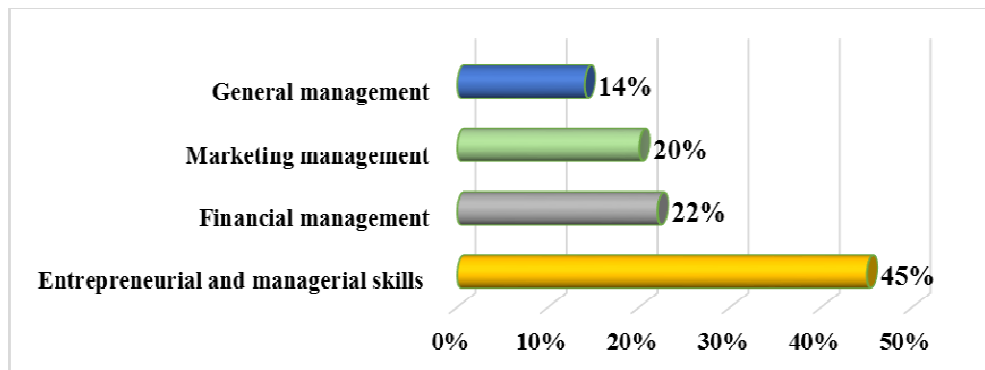


Figure 4: 16 Skills that were Lacking among the Local Community

Source: Field research 2015

Figure 16 indicates that the majority of respondents, 45% are in agreement that local people lacked entrepreneurial and managerial skills when they started their tourism business. 20% reported financial management skills and 20% marketing skills while 14% lack general management skills. The findings suggest that lack of entrepreneurship and managerial skills was among the challenges facing local communities in using tourism for poverty alleviation. This situation hinders the local people to establish even small tourism business instead; they prefer to inter partnership with tourism companies and other organizations from outside to run the

business. Mbwiwa revealed that the deficiency of entrepreneurship and managerial skills has encouraged the community based tourism projects to form joint venture in the form of contract with foreign companies but these companies usually are profit oriented, thus the locals remain exploited therefore the tourism business is considered to be exploitative in nature and not a pro-poor in terms of poverty alleviation. Ngamiland forum (2001) in the same vein confirmed that lack of entrepreneurial skills among local communities has resulted funds obtained from land rentals being kept in the bank without being reinvested or alternatively they are misused.

4.5.5 Distribution of Tourism benefits in Kiwengwa

Table 4: 4 Distribution of Financial and Employment Benefits

Distribution of tourism benefits	Respondents	Percentage
Equal distribution	4	6%
Unequal distribution	39	60%
I don't know	22	34%
Total	65	100%

Source: Field research 2015

Table 4 portrays that 60% of respondents informed that there is an unequal distribution of tourism benefits, 34% they don't know any things about the distribution of tourism benefits and 6% of the respondents said there is an equal distribution. The study suggests that the local community cannot eradicate the poverty through tourism development because the benefits of tourism are not equally distributed among them thus, this situation therefore threaten the sustainability of poverty eradication programs in their villages. According to the study conducted by Bwaiwa (2002) in Botswana notes that poor distribution of tourism benefits from

tourism development is a result of factors such as poor coordination among those trusted leaders in the local community and corruption perpetrated by the rural elite and influential people in the villages. This implies that only emerging elite who are in controls of the trust management benefits from tourism development while the majority of community members receive little or no benefits at all. This was also confirmed by Gustave and Borchers (2008) study in Malaysia. They asserted that unequal distribution of financial benefits has been a particularly contentious issue within the tourism destination areas while local communities, living within rural areas outside of the gateway towns, have reaped very few benefits.

4.5.6 Stakeholders Dominating and Running Tourism Industry

This question presents and discusses tourism stakeholder dominating and running tourism activities in Kiwengwa.

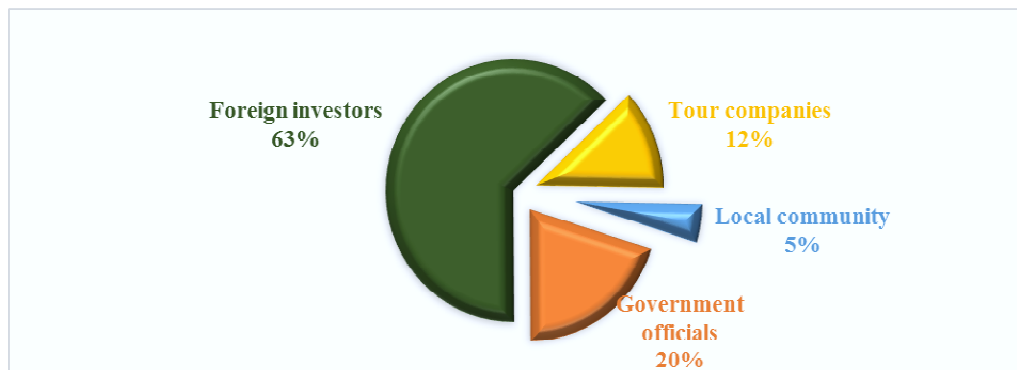


Figure 4: 17 Stakeholders Dominating and Running Tourism Industry

Source: Field research 2015

Figure 18 indicates that 63% are foreign investors that dominating tourism industry, government officials 20%, tour companies 12% while local community 5%. The findings of the study portray that the tourism industry is increasingly dominated and run by the foreigners in Kiwengwa and other parts of Zanzibar. This is a clear

indication that the local community cannot compete with them because they have enough tourism skills and experience as well as financial capital for massive investment and in fact they are supported by their governments in their respective countries in terms of loans. As a result, foreign investors tend to repatriate of large amounts of money from Zanzibar to their motherland and leave the locals in abject poverty. This finding of this study concurs with those of Wineaster (2010) who conducted a study in Zanzibar. And reported that investors are mostly from abroad, and tour operators, travel agents, airlines and hotel chains, are often run by foreigners.

Lea (1993) on the other hand, maintains that the dominance of foreign companies in controlling and managing tourism enterprises in developing countries is a threat to sustainable development as huge amounts of foreign exchange are lost in the developed world. This situation perpetuates the conditions of the poor in developing countries. Furthermore, this phenomenon conforms to Mbaiwa (2005) findings that the domination of management positions by foreign expatriates and lower salaries for citizen workers in the tourism was contributing to serious leakages. Also Okech (2010) argues that many tourism enterprises in developing countries are owned by companies in developed countries who are more concerned with profits than the environmental and social wellbeing of the poor, leading to the large outflows of tourism revenue.

4.5.7 Community based Tourism Project

The following data was gathered to find out if there are community based tourism projects that may benefit the local villagers in Kiwengwa.

Table 4: 5 Community based Tourism Project

Community based tourism projects	Respondents	Percentage
1. Yes	19	29%
2. No	4	6%
3. I don't know	42	65%
Total	65	100%

Source: Field research 2015

Table 5 provides that 42 (65 %) of respondents they didn't know the presence of community based tourism projects in their respective villages, 19 (29%) of respondents indicated that there are many projects based on tourism and 4% opined that that Kiwengwa didn't have any community based tourism projects. The study finds that there are many community based tourism projects that may benefit the locals in Kiwengwa but surprisingly villagers are unaware of the project found in their respective villages this situation may have been caused by the fact that community involvement and participation is the main challenge in tourism project, therefore it makes it difficult for villagers to use those projects for the purpose of eradicating poverty through tourism development. Other scholars are in agreement with this point by saying that access to information and the participation of the community in tourism development is utmost important as it creates good rapport with those directly affected by tourism projects and helps the tourism projects to plan with communities and. The absence of interaction with community further exacerbates the lack of information about tourism projects and also hampers community participation. (Lesego S. Sebele, 2010).

5.5.8 Stakeholders Support Tourism Projects in Kiwengwa

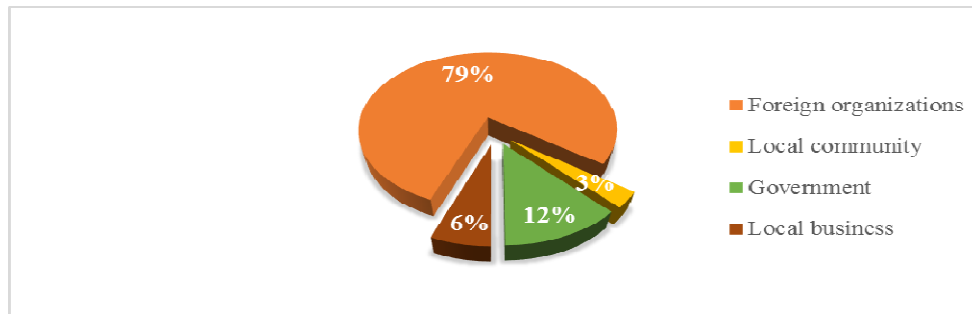


Figure 4: 18 Stakeholders Support Community Tourism Project

Source: Field research 2015

Figure 18 shows that community based tourism project in Kiwengwa receives moral and material support from foreign organization 79%, 12% from government, and 6% from the local business and 3% from the local community. These findings suggest that foreign organizations provide much support for community tourism project compared to other institutions. This donor dependency syndrome on in providing funds and training as well as direction for community based tourism projects is likely to lead to the collapse of many tourism projects once the assistance is withdrawn/ removed. As a result the villagers remain in absolute poverty.

Joseph E. Mbaiwa raised an important point by saying that many community based tourism projects fail to benefit the locals because most of them have tended of reliance on outside assistance, particularly for the governments and donor agencies subsequently lead to the setbacks, even collapse of the projects once the outside assistance is withdrawn.

4.5.9 Local Authority's Assistance to the Local Community

Table 4: 6 Local Authority's Assistance to the Local Community

Local Authority assistance to the locals	Number of Respondents	Percentage
1. Yes	23	35%
2. No	42	66%
Total	65	100%

Source: Field research 2015

About 66% of residents are of the opinion that local government has not provided them with any assistance to the local community involved in tourism operation, concerning the reasons why local authorities do not provide any assistance to tourism development, the residents declared that their local authorities are irresponsible and do not pay much attention to tourism matters. In addition, citizens reported that their local authorities do not provide them with sufficient infrastructure. 32% of residents believed that local government have taken such as actions, such as conflict resolution between investors and local residents, providing education and awareness about tourism impacts, advising the local residents not selling their land instead they should prefer a partnership, and environmental protection.

The findings of this study suggest that the local government in Zanzibar has not been able to involve in helping the local residents in Kiwengwa and other parts of Zanzibar to undertake tourism business in their respective areas. Thus the locals could not use tourism as a tool of poverty since they experience inadequate government support. Andriotis (2000) and Aref (2011) revealed that the government failed to help local residents to engage in various tourism developments despite the existence of many

tourism attractions in their areas, because of the inadequate government support and lack of capacity leads local residents not to benefit from significant contribution of tourism to poverty reduction.

4.5.10 the financial institutions that support the small tourism business

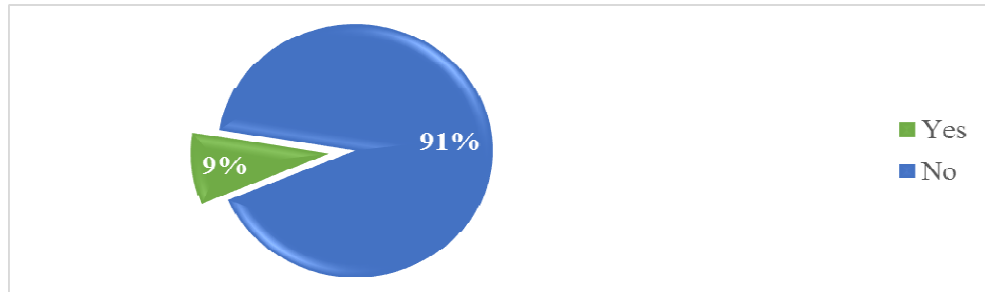


Figure 4: 19 The Financial Institutions that Support Small Tourism Enterprises

Source: Field research 2015

Figure 19 shows that 91% of respondents reported that financial institutions do not support small tourism business in their area while 9% were in agreement that they received support from many financial institutions. The findings show that a large number of small tourism businesses do not receive any assistance from financial institutions which surround them because most of them have no business plan, credit profile, collateral requirements of the banks, as a result the local small business collapse.

Sonne (2010) has indicated that although formal financial services are offered by different banks, tourism and non-tourism business owners reported that they did not have access to credit. There are two main reasons for this: the first is that local people's inability to provide the necessary collateral security demanded by formal banks, normally land and property; and the high transaction costs to prepare business plans, including the requisite payment of bribes to officials at the banks

4.5.11 Measures for Reducing Challenges

Respondents were asked to suggest measures to reduce challenges and increase economic gain through tourism development and reducing poverty rate. Based on open ended questionnaire and interviews conducted with respondents from the local government suggested the following measures.

Table 4: 7 Measures for Reducing Challenges

Themes of Measures	Respondents	Percentage
1. Provision of necessary entrepreneurial skills	13	20%
2. Provision of Financial assistance	15	23%
3. Increase employment to the locals	7	11%
4. Good policy framework and regulations	12	18%
5. Involvement in decision making	8	12%
6. Equal distribution of tourism benefits	10	15%
Total	65	100%

Source: Field research 2015

Table 7 shows that 23% of respondents proposed provision of financial assistance such loans and credits to SMEs as the best way to reduce the challenges and increase the economic gains to the poor while 20% suggested Provision of necessary entrepreneurial and managerial skills, 18% of suggested Good policy framework and regulations and 15% suggested Equal distribution of tourism benefits and 12% proposed Involvement in decision making followed by 11% who suggested Increase employment to locals. The findings of this study regarding the provision of financial assistance such as loans and credits to small tourism business as the best way to reduce challenges and increase the economic to the poor, because through soft-loans and credits local communities might have the ability to invest in tourism industry which will create tangible profits that automatically improves their living standards.

Walter Jamieson (2004) reinforces this point by advising that Governments should support the creation of tourism oriented small and medium-sized enterprises, what are required are micro-credit funds to be used by both the formal and informal sectors. Also emphasized that Governments should be concerned with providing credit through its own funds and most importantly, providing advice to small-scale enterprises and helping in the development of plans.

CHAPTER FIVE

5.0 SUMMARY, RECOMMENDATIONS AND CONCLUSIONS

5.1 Introduction

This chapter presents the summary of the major research findings of the study. It also makes a number of recommendations, based on findings and insights generated by the data collected from the study area. The chapter ends with some concluding remarks.

5.2 Summary of the Major Research Findings

This study centered on assessing key challenges of tourism development in poverty alleviation in the Kiwengwa village in Zanzibar. The study sought to find out and evaluate the experiences of the host people regarding tourism as a means of poverty alleviation. Explore the community participation in tourism development among the Zanzibar local communities. And identify challenges facing faced by local people towards participation in tourism development and recommend mechanisms of engaging local people to reduce poverty.

Generally, tourism has been increasingly recognized for its economic potential to contribute to the reduction of poverty in developing countries including Zanzibar. The findings of this study suggest that there are significant numbers of challenges affecting the tourism industry as a tool for poverty reduction in developing countries. These includes, poor understanding and awareness of tourism concept, foreign domination in the tourism industry, unequal distribution of financial tourism projects. The findings through interviews, observation and questionnaire indicated that there are negative attitudes towards tourism development in poverty reduction. The local

residents in reality are not in agreement that tourism might promote community development in their respective areas. The result of this study also found that there a number of barriers were acknowledged that hinder community participation in tourism development, including lack of financial resources, poor involvement in decision making, lack of empowerment of local communities in the management and unequal sharing of benefits accrued through tourism in Kiwengwa.

This study has therefore recommended for the renewed of cooperation between all stakeholders in the tourism sector and create a tourism-related small- and medium-sized enterprises and provide soft-loans to tourism entrepreneurs to build strong bases for poverty reduction through tourism and to turn a tourism business from theory to reality in poverty reduction processes.

5.3 Recommendations

This study examined the key challenges of tourism development in poverty alleviation in Kiwengwa Zanzibar. Generally, the results from this study indicate that tourism is faced with challenges in the course of poverty alleviation. In Zanzibar tourism has a great opportunity that can contribute to national development and creation of employment which could be used to alleviate poverty in rural and urban areas. To achieve this, necessary steps should be taken by different stakeholders such as the government and other players in the tourism sector. Based on the findings of this study, some recommendations have been made for various stakeholders and for further research. These are provided in the subsequent chapters:

Policy Recommendations

It is suggested to have a Coordination of a pro poor tourism inter-ministerial coordinating framework. The government should establish an inter-ministerial working groups, these working groups would seek to co-operate with all ministries who have a common objective in reducing poverty. The group would be responsible for determining priority actions, obtaining funding and monitoring development in order to be in a position to determine what works most effectively within a particular situation.

Encourage Public/Private Sector Cooperation: The government should develop implementation mechanisms to ensure public and private partnership. Under this arrangement, then. The government could choose specific zones based on set criteria. As Among the criteria to be considered is where there is a high prevalence of poverty, but at the same time there are abundant tourism potentials. Another situation to be considered is places where tourism can contribute to the local economic growth, which ultimately add economic value at the national level as well. Places where there are environmentally friendly forms of tourism that could be promoted to contribute to cultural and natural resource preservation, conservation in a sustainable manner.

Create Tourism-related Small- and Medium-sized Enterprises: The government has to invest in the creation of small- and medium-sized enterprises. In the case of Zanzibar there is no way an individual could be expected to perform it in a proper way without the support of the government in terms of favorable loans and good policy. Government should encourage more private sectors and support them. Such support should not be limited soft loans, but it could as well be extended to other

favorable terms of conducting business such as tax incentives and ensure a friendly investment environment for all.

Provide Soft-loan or Micro-credit to Tourism Entrepreneurs: Micro credits can be provided to small entrepreneurs in rural areas for the promotion of traditional handcrafts, artisans, and clay and wood items. Handmade local products could be sold to tourist to earn money for their livelihoods. Apart from micro credit there is also a need for proper monitoring and marketing of their products. Farmers could also be supported to acquire more micro credit facilities to cultivate bamboo, cane, straw etc, which can be used for making hand crafts.

Work together with Donors and International Agencies: The government should work closely with donors and international agencies to ensure that these agencies support existing vision and policies which supports tourism development activities related to poverty reduction.

Pro Poor Tourism Projects: It is recommended that the government should work with other countries where pro poor tourism projects have shown positive achievements such as in Nepal, Thailand and Africa. This recommendation is the most effective way of gaining more knowledge through “learning from each other.

Lessening tourism economic leakages, Zanzibar Governments has to develop domestic policies that are designed to lessen the level of leakage from international tourism through the provision of incentives to reinvest the profits which is likely to reduce the potential cash transfers that would otherwise be invested in the country, Other recommendation is to enhance the capacity of tourism destinations for intensifying the production of goods and services required by the tourism sector and

the provision of incentives to domestic investors to expand their involvement in the tourism sector.

5.4 General Conclusions

The study has succeeded to identify the challenges of tourism development for poverty reduction. Poor understanding and awareness of tourism concept, foreign domination in the tourism industry, unequal distribution of financial resources, poor government support, and lack of involvement of financial institutions, lack of entrepreneurial and management skills as well as tourism leakage and dependency on outside assistance were an important element contributing to limited tourism for poverty reduction. As has been mentioned by Jamieson and Nadkarn (2009), Fariborz Aref (2010) the tourism has some challenges related to poverty reduction in African and Asian countries. Hence, this argument has been confirmed by this study. Overall, the findings indicated that residents have a negative attitude towards contribution of tourism development for poverty reduction. They referred to government policy and lack of local organizational capacity as main barriers related poverty reduction through tourism development.

Clearly, the described challenges may also be considered as common general problems of tourism development in other communities in Zanzibar. Hence, it should be accepted that these barriers may be an extension of the prevailing social, political and economic structure in Zanzibar, which have prevented communities from achieving a higher level of development. Based on the findings, empowerment can be a tool for poverty reduction through local tourism development. The findings of this study can be useful for academics, researchers and all stakeholders involved in

designing, assessing or promoting tourism projects which are in any way associated with general development goals.

5.5 Recommendations for Further Research

This study covered only the challenges of tourism development in poverty alleviation in Zanzibar. It is thus recommended that a similar study covering a large part of Zanzibar could be conducted so as to provide a broader picture of the integration of the tourism industry and other economic sectors. The research reported on tourism leakage and its socioeconomic impacts, a similar study could be conducted to investigate the magnitude of leakages from tourism in order to find out how these leakages could be minimized in order that the country and local participants could increase their earnings from tourism and subsequently alleviate poverty.

The present study focused on the challenges of tourism development in poverty alleviation in Zanzibar and the findings have shown that the problem of employment opportunities and staff retention in the tourism industry, more research is required to examine the nature of tourism employment for the purpose of reducing the violation of workers' rights and humiliation in the tourism industry in Zanzibar.

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APPENDICES

Appendix 1: Letter to the Respondents

Dear respondents

I am a student at the Open University of Tanzania pursuing Master of Arts in Tourism Management and Planning. My study is focusing on ‘The Challenges of Tourism Development in Poverty Alleviation’: A case study of Kiwengwa. It is hoped that the findings of this study will assist the advancement of our research and the development of micro tourism enterprises as well as small enterprises in Zanzibar.

Completion of this study requires me to collect data from some institutions, ours is one. I am kindly asking you to complete questionnaire attached as part of this study. It is hoped that the questionnaire will be completed.

I wish to reassure you that all information provided by your institution will be handled with confidentiality and will be used for research purpose only. Please remember to attach any other material which you consider relevant to this study.

Thanking you very much.

If you have any queries or require any further information, you are free to call me at 0773636367.

Appendix II:

Questionnaire

Kiwengwa Village

Demographic characteristics of respondent

Instruction: Tick the appropriate block

1. Please indicate your gender

1. Male ☐

2. Female ☐

2. What is your age?

1. 18 – 25 ☐

2. 26 – 35 ☐

3. 36 – 45 ☐

4. 46 – 55 ☐

3. Level of education

1. Primary education ☐

2. Secondary education ☐

3. Certificate level ☐

4. Diploma education ☐

5. Others, please specify ☐

4. Do you work in the tourism industry?

1. Yes ☐

2. No Please specify ☐

4.1 If yes, please indicate in which section:

1. Hotel ☐

2. Restaurant ☐

3. Tour Guide ☐

4. artisan and craft ☐

5. Transportation ☐

6. Indirect service ☐

4.2 If yes, how much do you earn per month on average?

☐

☐

1. 100000 150000 2. 200000 250000
 3. 300000 350000 ☐ 4. 400000 450000 ☐

4.3 What is the status of your employment?

1. Temporary permanent ☐ 2. Part-time ☐
 3. Full-time ☐

Community Participation in Tourism Industry

5. Does your community participate in the tourism industry
 Yes, ☐ if yes, how ☐
 No ☐ if, no why not ☐
6. Have you ever been asked about your opinion on tourism by those who plan tourism development?
1. Yes, many times ☐ 2. Yes, but only once or twice ☐
 3. No, never ☐
7. How do you rate the level of local people's participation in the decision making process regarding tourism development in Kiwengwa villages.
1. Poor ☐ 2. Very poor ☐
 3. Good ☐ 4. Very good ☐
8. In what Levels do you participate in tourism development? (Please Tick)
- Passive participation ☐ Participation in information giving ☐
 Participation by consultation ☐ Interactive participation ☐
 Self-mobilization/ ☐ Active participation ☐
9. In which of the following areas do you participate in tourism development
1. Planning ☐ 2. Decision-making ☐
 3. Implementation ☐ 4. Coordination and control ☐
 5. Monitoring and evaluation ☐ 7. Non ☐

10. Which of the following factors hindering community participation in tourism industry in your area.

- | | | | |
|-------------------------------------|--------------------------|------------------------------|--------------------------|
| 1. Language barriers | <input type="checkbox"/> | 2. Inadequate experience | <input type="checkbox"/> |
| 3. Poor tourism education | <input type="checkbox"/> | 4. Islamic rules and culture | <input type="checkbox"/> |
| 5. Poor commitment of tourism actor | <input type="checkbox"/> | 6. Poverty level | <input type="checkbox"/> |

11. Which of the following ways can be used to enhance effective participation of local communities

- | | | | |
|----------------------------|--------------------------|---------------------------------|--------------------------|
| 1. Community empowerment | <input type="checkbox"/> | 2. Provision of education | <input type="checkbox"/> |
| 3. Sharing benefits | <input type="checkbox"/> | 4. Establishing community based | <input type="checkbox"/> |
| 5. Provision of employment | <input type="checkbox"/> | | |

Perception and experience of the local community on tourism development

12. Does your community view tourism as a tool for poverty alleviation?

- | | | |
|---------|--------------------------|---------------------|
| 1. Yes, | <input type="checkbox"/> | Please specify_____ |
| 2. No | <input type="checkbox"/> | why not_____ |

13. In your opinion, how would you rate the importance of tourism development in Kiwengwa village?

- | | | | |
|-------------------|--------------------------|--------------------------|--------------------------|
| 1. Very important | <input type="checkbox"/> | 2. Important | <input type="checkbox"/> |
| 3. Unimportant | <input type="checkbox"/> | 4. Extremely unimportant | <input type="checkbox"/> |
| 5. No idea | | | |

14. In your opinion, who have been the main beneficiaries of tourism benefits in your location?

- | | | | |
|----------------------|--------------------------|------------------------|--------------------------|
| 1. Tourists | <input type="checkbox"/> | 2. Tourist business | <input type="checkbox"/> |
| 3. Foreign investors | <input type="checkbox"/> | 4. National government | <input type="checkbox"/> |
| 5. Local community | <input type="checkbox"/> | | |

The Challenges of tourism development in poverty alleviation

15. How would you rate your understanding and awareness of the tourism industry?

- | | | | |
|----------------|--------------------------|------------------|--------------------------|
| 1. Fully aware | <input type="checkbox"/> | 2. Somehow aware | <input type="checkbox"/> |
| 3. Unaware | <input type="checkbox"/> | 4. Don't know | <input type="checkbox"/> |

16. In your opinion is it easy for the local people to invest in tourism business in your village?

- | | |
|--------|--------------------------|
| 1. Yes | <input type="checkbox"/> |
| 2. No | <input type="checkbox"/> |

16.1 If no, which constraints do you think may prevent local people from investing in tourism?

- | | | | |
|------------------------------|--------------------------|-----------------------------------|--------------------------|
| 1. Lack of financial capital | <input type="checkbox"/> | 2. Lack of land ownership a | <input type="checkbox"/> |
| 3. Poor government support | <input type="checkbox"/> | 4. Poor Regulations and red tape, | <input type="checkbox"/> |

17. Which of the following skills do you think local community don't have during starting their tourism business operation in your village? (You may indicate more than one option)

- | | | | |
|--|--------------------------|-------------------------|--------------------------|
| 1. Entrepreneurial and management skills | <input type="checkbox"/> | 2. Financial management | <input type="checkbox"/> |
| 3. Marketing management | <input type="checkbox"/> | 4. General management | <input type="checkbox"/> |
| 5. Other (specify)..... | <input type="checkbox"/> | | |

18. How financial and employment benefits from tourism development are distributed in Kiwengwa village?

- | | | | |
|-----------------------|--------------------------|-------------------------|--------------------------|
| 1. Equal distribution | <input type="checkbox"/> | 2. Unequal distribution | <input type="checkbox"/> |
| 3. I don't know | <input type="checkbox"/> | | |

19. In your opinion, who have been dominating and running tourism activities in your location for past five years?

- | | | | |
|-----------------------|--------------------------|----------------------|--------------------------|
| 1. Local communities. | <input type="checkbox"/> | 2. Foreign investors | <input type="checkbox"/> |
| 3. Government | <input type="checkbox"/> | 4. NGOs | <input type="checkbox"/> |

20. Is there any community based tourism project found in Kiwengwa village which benefit the poor local communities?

1. Yes

☐

2. No

☐

20.1 If yes, which of the following stakeholders support your tourism project in Kiwengwa village

1. Foreign organizations

☐

2. Local community

☐

3. Government

☐

4. Local private business

☐

21. Does the local authority provide any assistance to the local community who involve in tourism operation in your area?

1. Yes,

☐

Please specify_____

2. No

☐

why not _____

22. Is there any financial institutions that support small tourism business in your villages?

1. Yes

☐

please specify_____

2. No

☐

why not_____

23. What measures do you suggest to be undertaken to reduce challenges and increases economic gain through tourism development and reducing poverty rate in your villages?

.....

Appendix 3 Questions for Interviews

QUESTIONS FOR INTERVIEWS WITH LOCAL GOVERNMENT

EMPLOYEES

Name of interviewee:

Age:

Education Level:

Gender:.....

Occupation:.....

Community participation in tourism development

To what extent do you think that community participation is necessary for sustainable tourism development?

.....

What do you think are the barriers that hinder local residents from Participating in tourism development?

.....

What possible solutions have been taken by the local authority to overcome these barriers?

.....

Do you think the local government has planned enough to involve the poor local communities in the tourism industry in the next five years? If yes, how

.....

The Challenges of Tourism related to Poverty alleviation

Do you consider tourism as an effective tool of poverty alleviation in your location? If yes or no please give more details

.....

What are the main constraints facing poverty alleviation through tourism development?

.....

What are the best measures should be undertaken to reduce challenges and increase economic gain through tourism development and reducing poverty rate in your villages.

Appendix 4: Observation Checklist

OBSERVATION CHECKLIST FOR THE CHALLENGES OF TOURISM DEVELOPMENT IN POVERTY ALLEVIATION

The Observation Checklist for “The Challenges of Tourism Development in Poverty Alleviation in Zanzibar” was designed to be completed by an observer to assess the challenges of tourism development in poverty alleviation, explore the community participation in tourism development, as well as to find out and evaluate the experiences of the host people regarding tourism as a means of poverty alleviation. The tool represents a compilation of research-identified indicators that should be considered in assessing the challenges of tourism development in poverty alleviation.

Location: Kiwengwa Village

Date:... /..... / 2015

Start Time:

Finish Time:

Completed by:

		Observed	
		Yes	Not
The perception of local community on tourism development			
	Improved social services		
	Environmental conservation projects		
	The use of foreign language by local community		
	Development of infrastructure		
	Increase in prices of goods and services, land, houses		
	Land conflicts between community and investors		
	Anti-social behavior such as robbery, alcoholism, prostitution		
	Changes in Environmental Quality		
	Changing lifestyles of the population		
	Displacement of people		
	Modern house owned by the local community		
Community Participation in Tourism Development			
	Tourism activities undertaken by host communities		
	Social services donated by tourism investors		
	Women participation in tourism activities		
	Pro-poor tourism projects in Kiwengwa		
	Tourist interaction with local community		
	Products produced by the community for the tourists		
	Training and other forms of capacity building		
The Challenges of Tourism related to Poverty alleviation			
	Migrant workers from neighboring countries		
	Presence tourism training college		
	Local investors involvement		
	Poverty reduction programs related to tourism		
	Domination of foreign investors in tourism development		
	Promotion local tourism businesses		
	Presence of foreign products		
	Government programs targeted to informal sectors		

